OVEMBER 7, 1955

35c PER COPY

BROADCASTING TELECASTING

mplete Index
Page 10

THIS ISSUE:

Plans $9 Million
for Color
Page 27

Methods Mulled
ANA Convention
Page 30

work Advertising
cts & Figures
Page 35

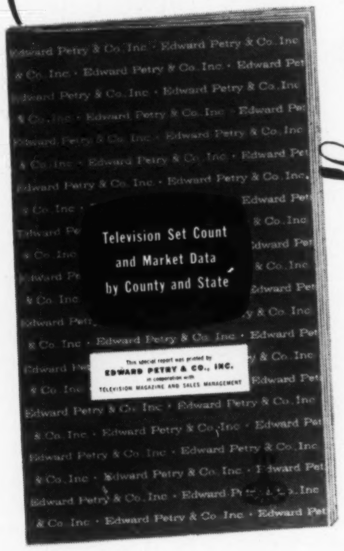
nels Pend in Five
mmittee Counts
Page 88

HLY TELESTATUS
REPORT
on Page 67

25TH
year

Presenting

The New Petry Pocketpiece of TV Market Data


Edward Petry & Co. Inc · Edward Petry & Co. Inc
Television Set Count
and Market Data
by County and State
This special report was printed by
EDWARD PETRY & CO., INC.
in cooperation with
TELEVISION MAGAZINE AND SALES MANAGEMENT

Now available to Executives and Personnel of Advertisers and Agencies

THIS handsome new research tool provides you with updated TV set count and market data on each of the 3,071 U. S. Counties.

For the first time in handy booklet form you will have *Television Magazine's* latest TV family estimates combined with *Sales Management's* 1955 Survey of Buying Power data on Population, Families and Retail Sales.

You'll find the county-by-county, state and regional breakdown an effective aid in your national and regional TV advertising planning.

TO GET YOUR COPY OF THIS HELPFUL TV MARKET FACT BOOKLET, CALL OR WRITE YOUR NEAREST PETRY OFFICE.

TELEVISION STATIONS REPRESENTED BY EDWARD PETRY & CO., INC.

WSB-TV	Atlanta	WSM-TV	Nashville
WBAL-TV	Baltimore	WTAR-TV	Norfolk
WFAA-TV	Dallas	KMTV	Omaha
KOA-TV	Denver	WTVH	Peoria
WTVD	Durham-Raleigh	KCRA-TV	Sacramento
WICU	Erie	WOAI-TV	San Antonio
KPRC-TV	Houston	KFMB-TV	San Diego
WHTN-TV	Huntington	KGO-TV	San Francisco
WJIM-TV	Lansing	KTBS-TV	Shreveport
KARK-TV	Little Rock	KREM-TV	Spokane
KABC-TV	Los Angeles	KOTV	Tulsa
WISN-TV	Milwaukee	KARD-TV	Wichita
KSTP-TV	Minn.-St. Paul		

*ABC Pacific Television Regional Network

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

W

MAXIMUM POWER
100,000 WATTS

T

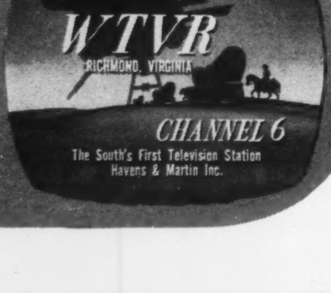
MAXIMUM HEIGHT
1049 FEET

V

RICHMOND
CHANNEL 6

R

CBS-ABC
INTERCONNECTED


WTVR
RICHMOND, VIRGINIA
CHANNEL 6
The South's First Television Station
Havens & Martin Inc.

WTVR presents the greatest fall schedule ever. A solid line-up of the top programs from both ABC and CBS. Beamed from WTVR's Big 1049 foot tower, CH. 6, located in the geographical center of the City of Richmond assures unparalleled "wide area" coverage in Virginia and North Carolina including a 100 microvolt or better signal in Norfolk.

Yes, now **BIG WTVR** is **BETTER THAN EVER.**

Over 175 regular individual weekly advertisers use "The South's First Tv Station." They are convinced that WTVR is . . .

ALWAYS FIRST WITH MOST

WMBG AM WCOD FM WTVR TV

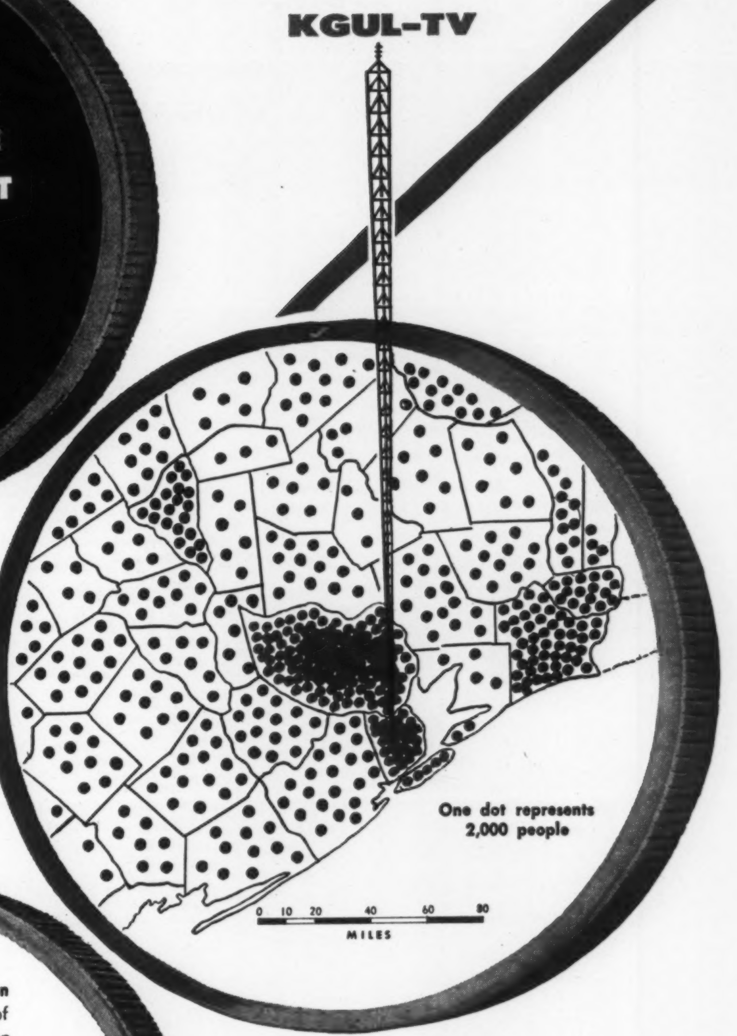
First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.

YOUR DOLLAR BUYS COMPLETE COVERAGE OF THE ENTIRE GULF COAST MARKET ON

KGUL TV



The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — **completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more every day on KGUL-TV

*Measured by
Research Department
of Television Magazine

kgul TV

GULF TELEVISION COMPANY
GALVESTON, TEXAS

Represented
Nationally by
CBS Television
Spot Sales

CBS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

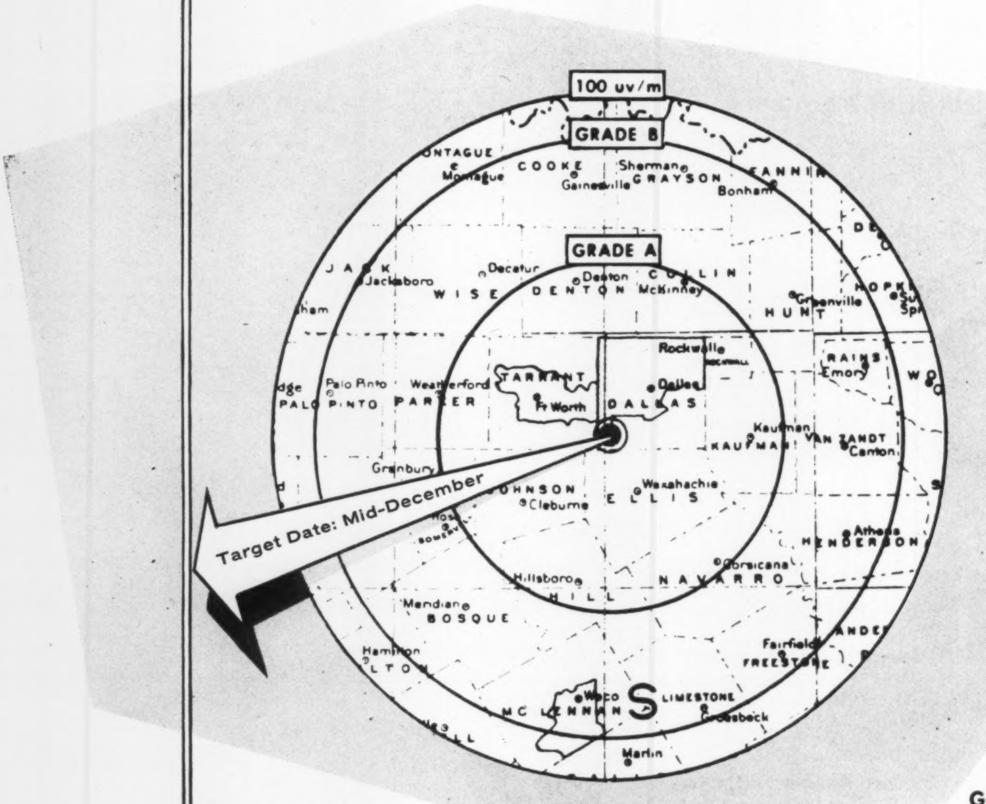
CITY GRADE COVERAGE IN

DALLAS and FT. WORTH

PLUS 40 ADDITIONAL COUNTIES IN TEXAS AND OKLAHOMA ON

KRLD-TV

6 YEARS OF LEADERSHIP IS YOURS ON CHANNEL 4 USING FULL POWER OF 100,000 WATTS ON THE TALLEST TOWER IN TEXAS. 1685 FEET ABOVE AVERAGE TERRAIN. 18 HOURS OF THE FINEST PROGRAMMING EVERY DAY.


100 uv/m
GRADE B
GRADE A
Target Date: Mid-December
MONTAGUE
Montague
COOKE
Gainesville
Sherman
GRAYSON
FANNIN
Bonham
JACK
Jacksboro
Decatur
WISE
Denton
DENTON
COLLIN
McKinney
Greenville
HUNT
Rockwall
RAINS
Emory
Palo Pinto
PALO PINTO
Weatherford
PARKER
TARRANT
Ft Worth
Dallas
DALLAS
Kaufman
KAUFMAN
VAN ZANDT
Canton
Granbury
JOHNSON
Cleburne
Waxahachie
ELLIS
Athens
HENDERSON
Hillsboro
HILL
Corsicana
NAVARRO
Meridian
BOSQUE
Hamilton
Fairfield
FREESTONE
Waco
MC LENNAN
LIMESTONE
Groesbeck
Marlin

LEGEND

Grade A: . . 68 dbu

Grade B: . . 47 dbu

100 uv/m . . 40 dbu

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

PUZZLER • There's high element of uncertainty facing NARTB's Convention Committee when it meets Thursday night at Conrad Hilton, Chicago, over question: Will President Eisenhower be able to carry out next spring his own suggestion that White House occupant should address broadcasters' annual meeting? Another item on committee's agenda is selection of manager for equipment and service exposition, one of American industry's most important business displays.

B•T

SALE of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting to Syd Grayson, Nat Levine (owners of KSYD Wichita Falls) and associates for $825,000 negotiated last week, with application for FCC approval to be filed within fortnight. Transaction covers only physical assets, with Kenyon Brown, one-third owner, to acquire 100% of am station (KWFT, 620 kc, 5,000 w, CBS) from partners E. H. and John H. Rowley. KWFT-TV began operation in Feb. 1953 and is CBS. Mr. Brown owns 50% of KBYE Oklahoma City and one-third of KGLC Miami, Okla., and is one of three partners in pending application for purchase of KFEQ-AM-TV St. Joseph, Mo., for $635,000. Announcement also made this week that O. L. Taylor had sold KANS Wichita to Kenyon Brown and Frank Lynch, his partner in KBYE (see story page 7).

B•T

WDGY TO TODD STORZ? Aggressive, young Todd Storz, who has made big strides in independent radio operations in major markets, is understood to have shaken hands on acquisition of pioneer WDGY Minneapolis-St. Paul, for about $350,000, from Herman Lange, C. T. (Swanee) Hagman and associates. Station, which operates on 1130 kc with 50 kw day, 25 kw night, was established in 1923. Transaction being negotiated through Blackburn-Hamilton Co., with application to be filed for FCC approval within week. Mid-Continent Broadcasting Co., which Mr. Storz heads, owns KOWH Omaha, WHB Kansas City and WTIX New Orleans.

B•T

WITH imminent announcement by FCC of its disposition of five deintermixture cases through denial and with wide open rule-making procedure which could spell "retirement" of Sixth and Final Report (story page 88), FCC will have cleared decks for final decisions in seven hearing cases involving six major markets which would provide third vhf outlet and minimum three network competition. In addition, among cases awaiting initial decision are Pittsburgh (ch. 4) and Boston (5). How swiftly Commission mills will grind is question, but while members may differ on approach, practically all are agreed that it's urgent to clear docket cases with dispatch.

B•T

SOMETHING TO DECIDE • Quick survey on desks of FCC commissioners shows in re tv competition, following cases in which records were closed in 1954, with dates of initial decision, waiting action: Miami (ch. 7), initial decision issued 1/8/55; Richmond (12), 2/21/55; Miami (10), 3/30/55; Omaha (7), 4/6/55; Indianapolis (13), 6/7/55; San Antonio (12), 6/16/55; St. Louis (11), 9/6/55.

B•T

TOM CARSON, timebuyer for past four and half years at Benton & Bowles, New York, scheduled to move to Compton Adv. in mid-November as timebuyer supervisor on all accounts except Procter & Gamble and Standard Brands.

B•T

THOSE TRIPS NECESSARY? Hampered in its work in recent weeks by absences of members on various social-business trips and speaking tours, FCC may begin operating under restricted travel policy. Chairman George C. McConnaughey has let it be known that if commission intends to get down to serious business before Congress convenes, commissioners will have to quit gadding.

B•T

CHAIRMAN McConnaughey's crackdown on junkets will probably cause him to cut short trip he had scheduled to New York Nov. 28 to address meeting of minor baseball leagues. With keep-close-to-office policy in force, he'll probably go and return by fast transportation and keep socializing in the big city to minimum.

B•T

CAN'T DUCK IT • Sentiment increases in FCC that it should meet subscription tv issue head-on and not seek to buck it to Congress. Congress, it's argued, created FCC as expert agency to perform legislative-licensing function which Congress itself did not have time, inclination or technical knowledge to undertake.

B•T

EXPECT FCC Comr. Rosel H. Hyde to continue his crusade for "multi-channel" system in tv, as against arguments that uhf should be abandoned, in his address before NARTB Region 5 in Des Moines tomorrow (Tuesday). He won't swerve from his stand that all 82 channels are needed to provide adequate country-wide competitive tv service.

B•T

TV FIRST AGAIN • Hollywood trend to use of good television material for feature movies is being given further spur with reports that Allied Artists will release two theatre films based on teleplays. One is "Crime in the Streets," based on play of same name on Elgin Watch Co.'s *Elgin Hour* on ABC-TV last March. Other is version of NBC-TV's *Medic,* sponsored by GE and Dow Chemical.

B•T

ADDITION of several staffers to service radio-tv is in prospect at W. E. Long Co., Chicago agency specializing in bakery accounts, effective Jan. 1. All members of new cooperative agency (78), including various Holsum Bakery plants (47), already serviced by Long, will meet Nov. 14 on radio-tv and other media plans. Long handles millions of dollars in broadcast billings for bakery clients throughout country.

B•T

GOOD REASONS • NBC-TV's selection of its owned station in Chicago (WNBQ [TV]) to make into "world's first all-color television station" (story page 27) may have been motivated by more reasons than NBC-RCA desire to crash color barrier. Action is bound to create goodwill for RCA in Chicago, where antitrust patent suit involving company now pends. Civic pride in WNBQ development was manifest when Chicago Mayor Richard J. Daley appeared on two-way closed circuit news conference in which NBC executives announced plans to newsmen.

B•T

MOVEMENT is underway for commemorative postage stamp to be issued in 1956 marking 50th anniversary of what is widely accepted as first transmission of speech by "wireless." On Christmas Eve, 1906, Fessenden transmitted "wireless telephony" from Brant Rock, near Plymouth, Mass., nine years after Marconi first demonstrated "wireless telegraphy." Last week (Nov. 2) KDKA Pittsburgh observed its 35th anniversary of regular broadcasting and received Sigma Delta Chi Historic Sites in Journalism plaque (story page 100).

B•T

ONE IS ENOUGH • FCC really gave up in its fight with WNYC New York over use of 5 kw transmitter—to be used at 1 kw for normal broadcasting and at 5 kw for Conelrad. Case began in January 1954 and WNYC won appellate court ruling that FCC must give it hearing before turning it down (see story page 92). Why did Commission finally give up? Responsible sources indicate Commission attorneys feel it has hands full trying to overturn same court's ruling in multiple ownership case—where court said Commission should not have refused to accept Storer application for Miami ch. 10 without hearing. This is now before Supreme Court on appeal by FCC and Commission didn't want another such case hanging fire when case is argued.

splash-maker

the spectacular Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS

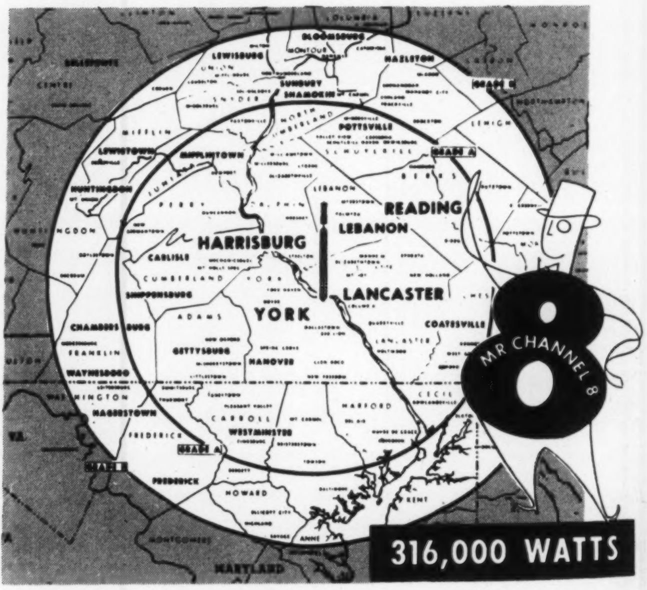
Sales results are spectacular, too, in the Channel 8 Multi-City Market. Advertise your product in this vast, ***SPENDING*** market where the owners of 912,950 TV sets spend \$5½ billion yearly. Make the 3½ million prospects who live here your customers.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco


BLOOMSBURG
LEWISBURG
HAZLETON
SUNBURY
SHAMOKIN
POTTSVILLE
LEWISTOWN
MIFFLINTOWN
HUNTINGDON
READING
LEBANON
HARRISBURG
CARLISLE
LANCASTER
YORK
COATESVILLE
CHAMBERSBURG
GETTYSBURG
HANOVER
WAYNESBORO
HAGERSTOWN
WESTMINSTER
FREDERICK
MARYLAND
MR CHANNEL 8
8
316,000 WATTS

at deadline

General Teleradio Studies Ways to Sell RKO Films

GENERAL TELERADIO Inc. has been sounding out stations throughout country on most appropriate way vast RKO-Radio feature film package can be sold, but has not offered package directly to stations for sale. C. Robert Manby, vice president of General Teleradio, told B•T Friday.

Mr. Manby and several other GT officials have approached stations throughout country in past few weeks giving description of RKO inventory and suggesting different ways package can be sold.

From other sources it was learned that rough price of around $1 million had been mentioned to at least one station in major market for entire stock of some 500 features produced before 1948. Release of post-1948 features is complicated by American Federation of Musicians contract requiring special extra payments for tv.

Mr. Manby stressed that GT has been attempting to evolve sales approach rather than to complete sales. General Teleradio purchased RKO Radio Pictures last July [B•T, July 25] for $25 million, thereby acquiring film production facilities and backlog of 600-700 feature films.

RETMA to Hear Results Of Special Vhf-Uhf Study

REPORT of special frequency allocation study committee, headed by Dr. W. R. G. Baker, General Electric Co., will be submitted at Nov. 16-18 series of meetings to be held by Radio-Electronics-Tv Mfrs. Assn. at Palmer House, Chicago. All-industry allocations group has been studying technical factors involved in vhf-uhf controversy.

James D. Secrest, RETMA executive vice president, has scheduled more than score of committee and group sessions. RETMA plans to draw up plans for united industry drive to obtain excise tax relief on electronic products at next session of Congress. RETMA program includes review of transistor development by Jack Davis, Motorola Inc. Glen McDaniel, general counsel, will report on plans to contest Federal Trade Commission trade practice rules imposing new requirements on measurement of tv screens and labeling of tv picture tubes made from repossessed glass envelopes.

Taylor Sells KANS Wichita

SALE of KANS Wichita, Kan., by O. L. (Ted) Taylor to Kenyon Brown and Frank Lynch for $225,000 announced Friday. Transaction, negotiated through Blackburn-Hamilton Co., is subject to FCC approval. NBC-affiliated KANS operates on 1480 kc with 5 kw day, 1 kw night. It was founded in 1936. Messrs. Brown and Lynch own KBYE Oklahoma City. Mr. Brown also owns 33-1/3% of KWFT-AM-FM-TV Wichita Falls, Tex., and of KGLC Miami, Okla. Mr. Taylor owns KRGV-AM-TV Weslaco, Tex.

NBC Elects Ayres V. P.

CHARLES T. AYRES formally elected to NBC vice presidency Friday at NBC board meeting, in line with plans announced earlier in week when he was named to head NBC Radio Network (story page 64).

REGIONAL GAINS

STATION attendance at six NARTB regional meetings held this fall is running ahead of 1954 district meetings involving same areas, according to William K. Treynor, NARTB station relations manager. At conclusion of sixth regional meeting at Colorado Springs, he said registered attendance for six 1955 regional meetings totaled 1,165 compared to 1,230 registered at 13 district sessions for same areas in 1954. While 1955 total is down slightly, last year's figure includes multiple registrations of associate members and NARTB staff team, duplicating 30 to 50 persons. Same areas were involved in total of 13 instead of six meetings.

NARTB Convention Group To Hold Chicago Meeting

CONVENTION Committee of NARTB will hold dinner meeting Thursday at Conrad Hilton Hotel, Chicago, site of 1956 industry convention (April 15-19), to go over early planning. Co-chairmen of committee are E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va. Mr. Hartenbower is vice chairman of NARTB Radio Board; Mr. Arnoux of Tv Board.

Tenth annual Broadcast Engineering Conference will be held concurrently with convention. Other committee members are: Radio—Henry B. Clay, KWKH Shreveport, La., Radio Board chairman; William Holm, WLPO LaSalle, Ill.; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW Evanston, Ill. Tv members are Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman; H. Leslie Atlass, WBBM-TV Chicago; Jules Herbuveaux, WNBQ (TV) Chicago, and Sterling C. Quinlan, WBKB (TV) Chicago. E. K. Jett, WMAR-TV Baltimore, is liaison for engineering conference. Attending meeting from NARTB headquarters will be President Harold E. Fellows; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president, and Howard H. Bell, assistant to president.

TINY SPEAKER

SMALLEST loudspeaker ever built for commercial-radio receivers being claimed today (Mon.) by RCA for use in tiny, transistorized, pocket-sized radios. Miniature unit—2⅛ inches in diameter and only little over half-inch thick—developed at David Sarnoff Research Center, said Dr. Harry F. Olson, director, RCA Labs' acoustical and electromechanical research. Team of scientists developing speaker: J. C. Bleazy, John Preston and Everett G. May. Dr. Olson said size and weight reduction achieved when magnetic structure was placed within shell that surrounds vibrating cone—"as radical a design change as placing the engine in the rear of the standard automobile."

• BUSINESS BRIEFLY

FORD RADIO • Ford Division of Ford Motor Co., Detroit, starting one-month radio spot announcement campaign in major markets effective Nov. 14 to run through Dec. 13, using four announcements per day, seven days per week. Schedule is in addition to Ford Motor Dealers Assn. which is moving into Louisville area with schedules Nov. 7-18 and again Nov. 28-Dec. 9 and in Chicago district Nov. 7-Dec. 30. J. Walter Thompson Co., N. Y., is agency.

NESCAFE USING 50 • Nestle Co. (Nescafe), White Plains, N. Y., starting saturation radio spot announcement campaign, using minimum of 25 spots per week, in 50 scattered markets for four to six weeks. Bryan Houston Inc., N. Y., is agency.

DENTYNE SPOTS • American Chicle Co., N. Y., for its Dentyne chewing gum, running spot announcement campaign using two Class A daytime minutes per week on 60 stations in 50 markets, mostly secondary markets, starting early this month for eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

GLAMORENE IN 100 • Glamorene Inc. (rug cleaner), N. Y., preparing quarter-hour film series to be placed in 100 top markets effective Nov. 15 for 13 weeks. Product Services Inc., N. Y., is agency.

EX-LAX BUDGET • Ex-Lax Inc., N. Y., through Warwick & Legler, N. Y., currently preparing its budget for 1956, which is understood to include radio campaign. Firm's current campaign in 100 markets ends Nov. 25.

AUTO-LITE TO GRANT • Electric Auto-Lite Co., Toledo, which had been serviced by Ruthrauff & Ryan, N. Y., names Grant Adv. to handle its advertising. Advertiser has been out of television and radio for several years but is understood to be considering 1956 radio-tv.

COLGATE REVAMPING • Colgate-Palmolive Co., N. Y., through Bryan Houston Inc., N. Y., planning entire new advertising strategy which reportedly will include radio programs and spots, to start early next year.

AUTO SERIES DEFERRED • Studebaker-Packard, which had signed up to sponsor portions of radio network shows on both ABC and NBC to start later this month to introduce 1956 models, has cancelled entire plan for present because of slow production. When latter picks up, advertiser reportedly will spend its budget in radio. Benton & Bowles, N. Y., is agency.

MILITARY SPOTS • R. J. Reynolds Tobacco Co. (cigarettes), Winston-Salem, through William Esty & Co., N. Y., investigating radio markets near military camps for possible increase in spot campaign appealing to servicemen. Cigarette firm has used military markets heretofore in test campaigns.

Sterling Profits Increase

STERLING DRUG Inc., New York, reports highest net profits and sales in 54-year history. Net profits jumped 24%, or $2,538,832 for nine months ending Sept. 30, and sales rose by $9,672,601 over 1954.

the plus you DON'T pay for...

RATES on WJBK are based on home audience. RESULTS on WJBK are based on home audience PLUS a tremendous bonus . . . thousands upon thousands of car radio listeners. You don't pay one penny extra for this terrific "plus" in a market where everybody drives, 90% of all cars have radios, and most car radios are consistently tuned to the station that programs for "on-the-go" listening with top news, music and sports . . . . .

WJBK Radio
DETROIT

A STORER STATION

Represented Nationally by
THE KATZ AGENCY
National Sales Director, TOM HARKER,
118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Position of Comr. Mack On Deintermixture Questioned

POSITION of Comr. Richard A. Mack in deintermixture cases was brought into question Friday when all uhf stations involved in five formal actions asked FCC for new oral argument. Petitions made point that Comr. Mack was not member of FCC when oral argument was heard and therefore should not cast ballot on subject.

Meanwhile—

- FCC met Friday morning, heard Chief Engineer Edward A. Allen Jr. discuss allocations principles.
- Group of dozen uhf operators, mostly NBC affiliates, met in Washington Friday, discussed ways and means of bringing their position before FCC. Most of group were "successful" uhf operators. Among those present, at invitation of Thomas P. Chisman, WVEC-TV Hampton (Norfolk), Va., were Allen M. Woodall, WDAK-TV Columbus, Ga.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; William L. Putnam, WWLP (TV) Springfield, Mass., and George B. Storer, Storer Broadcasting Co. (KPTV [TV] Portland, Ore., and WGBS-TV Miami, Fla.).

Rembusch Says Pay-Tv Hits Low-Income Groups

PAY television would lay heaviest "burden" on those least able to afford it, according to Trueman T. Rembusch, co-chairman of Committee Against Pay-as-You-See Tv and former president of Allied States Assn. of Motion Picture Exhibitors.

In his annual report, issued yesterday (Sunday) at Allied States convention, Morrison Hotel, Chicago, Mr. Rembusch noted subscription tv and commercial tv programs cannot be broadcast at same time over same station. Thus, he said, low-income groups which cannot pay to unscramble pictures will have no use for tv sets during periods toll tv monopolizes screen.

Titling his talk "The Big Steal," Mr. Rembusch bitterly assailed profit motives of toll tv manufacturers and proponents, and of sports and entertainment promoters who have voiced interest, asserting, "invariably through a slip of the tongue they reveal it is the almighty dollar that they are interested in, not the American public's stake in free television programming." Mr. Rembusch also was critical of what he said would be high cost of purchasing and installation of decoders.

Pittsburgh Station Cited

CHARGE that ch. 11 WIIC (TV) Pittsburgh has begun construction of new studios and tower before it was authorized made Friday to FCC by ch. 16 WENS (TV) same city. Uhf station has been fighting ch. 11 grant, went to court for stay which court ordered in effect until five days after FCC acts on WENS petition for reconsideration [B•T, Oct. 31]. In pleading Friday, WENS asked that WIIC application for modification of CP to change studio and to increase power and antenna height be set for hearing on "prior construction" grounds.

SCHOOLS LINKED

CONSTRUCTION of closed-circuit television link between Idaho State College and all public schools in Pocatello announced Friday by Dr. Carl McIntosh, president of Idaho State College. Link will be used to serve over 300 students in 11 public schools, is being constructed gratis by Jerrold Electronics Corp., Philadelphia, and Banning Cable Tv Inc., Pocatello. Both companies also contributed $5,000 grant jointly to underwrite post of television coordinator to head educational network. System expected to be in operation in two months. College studio will also be connected to community tv system so educational programs may be watched at home. Programs will be transmitted over wired ch. 2 until 2 p.m. daily, when ch. 2 KSL-TV goes on air.

Franklin A. Tooke Named WBZ-TV General Manager

APPOINTMENT of Franklin A. Tooke, formerly general manager of KYW Philadelphia, as general manager of WBZ-TV Boston is being announced today (Monday) by Donald H. McGannon, vice president of Westinghouse Broadcasting Co. Mr. Tooke succeeds W. C. Swartley, who has been advanced to vice president for Boston activities.

Mr. Tooke has been associated with Westinghouse broadcasting activities for 20 years, beginning in 1935 with WOW-WGL Fort Wayne, where he served until 1936 as program manager. He was named program manager of KDKA in 1942, remaining with station until 1950, when he was appointed general manager of WOWO Fort Wayne. In late 1952, Mr. Tooke became general manager of KYW, and last month was transferred to WBC in New York on special assignment.

Broadcast Plan Dropped

PLANS of Standard Audit & Measurement Services to produce second study of broadcast coverage have been abandoned, Owen Smith, SAMS president, has announced. Company was preparing to repeat in 1956 study made in 1952, including effort to obtain contracts, Mr. Smith said. "While indicating a broad demand for a new coverage measurement, the response to these efforts has not been sufficient to justify the substantial investment required for such a comprehensive study," he said. A. C. Nielsen Co. has announced second NCS study for next year and ARB is submitting proposals for nationwide tv station audience survey (see page 42).

Sports Roundups Planned

PLANS for news and sports roundups of 1955 to be made available to U. S. tv stations have been announced by INS-Telenews which is releasing its annual, 30-minute sports review for sponsorship on spot basis (last year sponsored by Gillette on NBC-TV) and by United Press Movietone which is offering two half-hour programs, *Cavalcade of 1955* and *Sports Review of 1955*, for local and spot sponsorship.

PEOPLE

WALTER STEIN, MBS reseach manager since 1953, appointed assistant research manager, CBS-TV Spot Sales, effective today (Monday).

STAN BYRNES, west coast representative of Studio Films Inc., N. Y., appointed firm's sales manager.

ROBERT L. JORDAN, executive vice president, Standard Public Relations, N. Y., to Benton & Bowles, N. Y., as manager of public relations.

JAMES E. DENNING, manager, talent and program contract administration, NBC, named director of talent and program contract administration.

EDWARD L. WALTON, former vice president of Republic Pictures Corp., appointed administrative assistant to Daniel T. O'Shea, president, RKO Radio Pictures Inc.

DR. D. MORGAN NEU, director of tv program department, Daniel Starch & Staff, Mamaroneck, N. Y., appointed vice president.

RED SMITH, *New York Herald-Tribune* syndicated sports columnist, signed as host-narrator of 26 half-hour tv sports films to be produced by Focal Films Products, Hollywood.

Three RCA Executives Elected to New Positions

ELECTION of Dr. Douglas H. Ewing as vice president of RCA Labs, Charles P. Baxter as vice president and general manager, RCA Victor Div., and James M. Toney as vice president-general manager, RCA Victor Radio & Victrola Div., is being announced today (Mon.) by Brig. Gen. David Sarnoff, RCA board chairman.

Dr. Ewing joined RCA in 1945 as manager of RCA Victor Div. and subsequently served as director of research services for RCA Labs Div., director of Physical & Chemical Research Laboratory and administrative director, RCA Labs. Mr. Baxter has been with RCA for 16 years, most recently as general manager of RCA Victor Television Div. Mr. Toney, general manager of RCA Victor Radio & Victrola Div. since 1954, has been with RCA since 1943, serving in sales, merchandising and advertising.

TelePrompTer Plans Test

TELEPROMPTER Corp. said Friday it was continuing discussions with FCC on its proposed national broadcasting communications telegraphic network (story page 96) and that following proper authorization it will conduct public test of facility. Original cost of constructing network, using Western Union leased lines, will be about $5 million, Irving B. Kahn, TelePrompTer president, said. Network would be used for time clearances, transmission of availabilities, program changes, cueing, news, women's and farm features, advertising copy, outage reports, etc., it was said. TelePrompTer Corp. manufactures and leases prompting aids for television, motion pictures, public addresses, etc.

Minot Seeking Shorts

MINOT Television Productions, New York, reported last week it is negotiating with motion picture companies for backlogs of films, including feature shorts once owned and produced by Paramount Pictures. Charles Amory, Minot president, would not comment on report he has offered $4 million for Paramount's backlog of shorts. He indicated he has been conferring with Paramount officials, but would not say whether or not deal was imminent.

the week in brief

$9 MILLION FOR COLOR

NBC plans doubling of colorcasting facilities by next fall with new studios in Burbank, Brooklyn and Chicago . 27

TV: NO. 1 SALESMAN

It will be the big mover of increased production volume from new automation techniques, ABC President Kintner tells Assn. of National Advertisers in New York 29

WHY A 15% COMMISSION?

Why, indeed, an ANA lawyer asks. It's traditional, but it may be archaic. A thought-provoking analysis of current advertising practice 30

TV NETWORK ADVERTISING

It kept up its record-breaking trend in August, PIB figures report 35

THE FARM TV COUNT

B•T's continuing report on rural set ownership. This week: West Virginia, the 35th state to report 38

RADIO, TV HEAR WARNINGS

NARTB Region 7 meeting told that income of both is rising but they must eliminate faulty practices 48

DON'T GIVE IT AWAY

Radio is running a discount house, WJR's Worth Kramer declares in penetrating look at medium 54

AYRES TAKES OVER NBC RADIO

Top executive moves from ABC, which in turn names Don Durgin to head radio operation 64

THE MONTHLY TELESTATUS

B•T's report of tv network shows and stations on the air. Tear it out for reference—the pages are perforated 67

DEFENSE RESTS IN 16MM CASE

Moviemaker Jack Warner testifies why his firm shut door to tv 82

QUIETUS FOR DEINTERMIXTURE

FCC reported ready to veto all-uhf pleas for five markets at meeting today (Monday). Also in prospect: rulemaking on allocations problem 88

STORM CLOUDS OVER CONELRAD

California civil defense official says emergency broadcast system is a failure 90

ACLU LEVELS CRITICISM

Report commissioned by American Civil Liberties Union suggests Communications Act be revised to permit more freedom 94

THE CUBAN CONTROVERSY

Another Havana broadcaster protests vhf interference from Miami 98

SDX HONORS FIRST NEWSCAST

KDKA Pittsburgh, site of historic broadcast of Harding-Cox election returns, commemorated by journalism fraternity 100

departments

Advertisers & Agencies 29
At Deadline 7
Awards 93
Closed Circuit 5
Colorcasting 40
Editorial 122
Education 109
Film 82
For the Record 113
Government 88
In Public Interest 95
In Review 14
International 108
Lead Story 27
Manufacturing 106
Milestones 88
Networks 64
On All Accounts 22
Open Mike 20
Our Respects 18
Professional Services . 93
Programs & Promotion 110
Program Services 104
Stations 100
Telestatus 67
Trade Assns. 48

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MANAGING EDITOR
Edwin H. James
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*Reg. U. S. Patent Office

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MONEY, COME HOME

. . . and should we say, "all is forgiven"?

It has been reported that "money knows no home." Wanderer it may be, but Blackburn-Hamilton Company usually is able to locate it . . . for the right parties of the second part.

Many talented persons in high and low places have dreamed of that Elysium in which they would own and operate broadcasting properties. Blackburn-Hamilton Company has met some of these (the ones who dream and then do) and helped to put them in business.

The greatest need of broadcasting—whether it's radio or television—is sound management and foresighted ownership. Putting these two elements of progress together is the business of Blackburn-Hamilton Company, and one of the services of this oldest broadcasting brokerage house is financing.

Moral: Bring your dream to Blackburn-Hamilton Company.

Blackburn-Hamilton Company

APPRAISALS • NEGOTIATIONS • FINANCING

RADIO TV NEWSPAPER BROKERS

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Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

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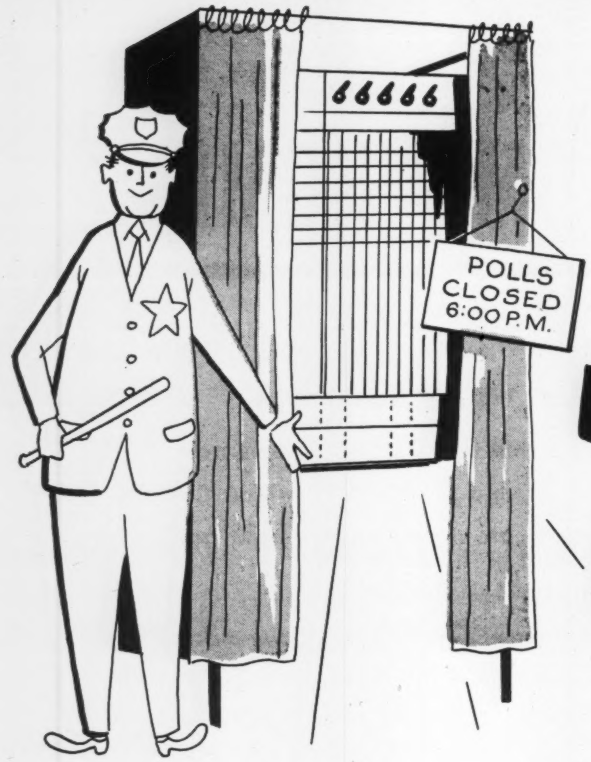
Exbrook 2-5671-2



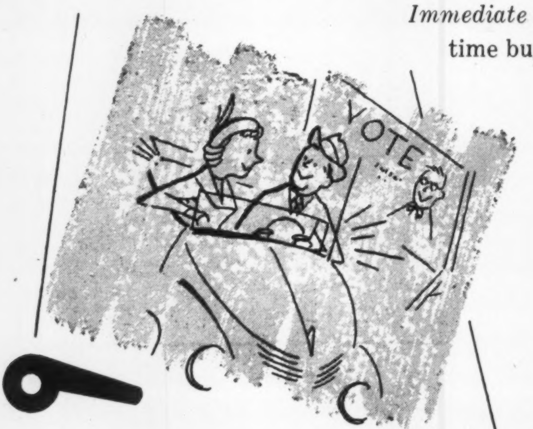
radio-active ELECTION

The votes are in—people in every locality now eagerly await the results.

No matter where they are . . . what they are doing . . . radio brings them the results immediately.

Local radio is unique in offering the most complete up-to-the-minute coverage of local and other elections returns . . . from town clerk on up . . . just as local radio *alone* brings to people wherever they are the most complete up-to-the-minute coverage of *all* news events.

Immediate results for advertisers, too, is why radio-activ time buyers elect local Spot Radio for their clients.



WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC

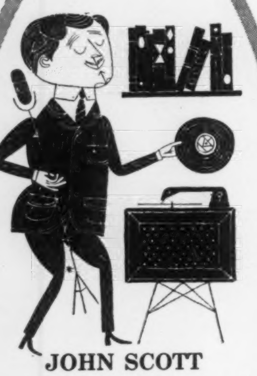
WISN	Milwaukee	CBS
KSTP	Minneapolis St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

FOOD FOR THOUGHT



JOHN SCOTT

Smooth salesmanship by John Scott plus audience-building music by top recording artists, combine to make his shows your best bet to sell *more* of your product to his legion of listeners in the Greater Boston market!

If you want your share of NEW ENGLAND'S No.1 MARKET use

WEEI

BOSTON

MATINEE THEATRE

EXTREMELY effective in color; palatable in black-and-white; good acting in parts; story content: tinseled soap opera.

This sums up an adaptation of what apparently was one of John P. Marquand's lesser efforts—a novel, "Beginning Now"—which last Monday kicked off NBC-TV's lavish, live, color *Matinee Theatre* that offers one complete drama every afternoon five times weekly.

The story was syrupy, centering about wealthy John Kelsey, a man with much charm but little stability. There were all the necessary ingredients: the other woman in his life, or in this case the current woman, the loving father who covers up his mistakes, the college student-son who is following in his weaving footsteps. Then came Act III and the climactic point—an automobile crash—which brought everything to a head with a neat twist at the end: John's son straightened out and John went on, we presume, pretty much as before.

Unless NBC-TV and Producer Albert McCleery are full-bent on appealing only to that segment of the audience which keeps the handkerchief along with the vacuum cleaner as standard household equipment (in addition to the electronic receiver), more ambitious productions should be forthcoming.

Only one of the participating sponsors on the telecast—B. T. Babbitt Co. for Bab-O—did its commercial live and in color, which should wipe clean any advertiser's doubts of color tv's commercial appeal.

Production costs: $22,000

Broadcast in color and black-and-white on NBC-TV, Mon.-Fri., 3-4 p.m. EST, with participating sponsors. Sponsors on program's first day, Oct. 31, were Procter & Gamble Co. (Tide) through Benton & Bowles; Liggett & Myers Tobacco Co. (L & M filter cigarettes) through Cunningham & Walsh; B. T. Babbitt Co. (Bab-O) through Dancer-Fitzgerald-Sample.

Devised and produced by Albert McCleery; producers: Derrell Ross, Winston O'Keefe, Ethel Frank; "Beginning Now" (Oct. 31 play) adapted by Frank Gilroy from story by John P. Marquand; unit manager: John Hinsey; technical director: Lou Onofrio.

Stars ("Beginning Now"): Louis Hayward, Philip Bourneuf, Frances Reid, Mike Miller.

PATTI PAGE PREMIERE PARTY

PURPOSE of the *Patti Page Premiere Party* on NBC-TV last Wednesday night was to introduce the 1956 Oldsmobile. Biggest surprise of the show was the brevity of the introduction, attuned as we are to the all-commercial nature of most shows of this type (i.e., last season's *Motorama,* which starred Bob Hope and a cast of General Motors cars).

Which is not to say that the commercials weren't there. They were: three or four of them on the half-hour program.

The rest of the show was pretty much routine; unfortunately, it wasn't supposed to be. Miss Page was abetted by imported singer Perry Como and dancer Gene Nelson for the miniature unspectacular. Their talents were pretty much wasted. Mr. Como did one fair number and several mediocre. Mr. Nelson did one mediocre number. Miss Page did very well.

Production costs: $55,000

Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brother & Co., Detroit, on NBC-TV, Nov. 2, 10:30-11 p.m. EST.

Executive producer: Harry Anger; producer: Joe Santley; assoc. producer: Jack Rael; director: Bill Colleran; writer: Bud Burtson; sets: Theodore Cooper.

BASIC SYNCHROS AND SERVOMECHAN-ISMS, by Van Valkenburgh, Nooger & Ne-ville Inc. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 2 vols. 272 pp. $5.50 per set.

ELECTRONICALLY controlled mechanisms, the heart of industrial automation, stem from technical advances made in military equipmen during World War II. These volumes, which devote as much space to pictures and diagram as to words, are the text of the basic Synchro and Servomechanisms course currently taugh at Navy specialty schools, now released fo civilian use.

THE BOOK OF LITTLE KNOWLEDGE, by Goodman Ace. Simon & Schuster, 630 Fift Ave., New York 20. 183 pp. $2.95.

IN HIS *Book of Little Knowledge* tv scripte Goodman Ace has not only bitten a good chun off the hand that has fed him these past 2 years, but has swallowed it to boot. Mr. Ac directs his sulphurous wit at the prima donna of the comedy shows, the m.c.'s who refuse t credit their writers, cigarette manufacturers, net work executives and agency executives in gen eral, and the rating services. A very funny col lection of *Saturday Review* columns written b a very clever and adult critic, *The Book of Littl Knowledge* is medicine that is best taken i small doses.

HOW TO DIRECT FOR TELEVISION, edite by William I. Kaufman. Hastings House, 4 E. 50th St., New York 22, N. Y. 96 pp $2.50.

NINE tv directors, who among them handl many first flight network programs, express per sonal views of their occupation in as man articles, collected into book form by Mr. Kauf man as the second of a tv how-to-do-it series o which *How to Write for Television* was the first This is not a textbook for beginning tv director but rather a source of ideas and inspiration fo practitioners in the field, as the experts explai how they work and why they do things the wa they do.

SALESENSE IN ADVERTISING, by Jame D. Woolf. Advertising Publications, 200 E Illinois St., Chicago 11, Ill. 384 pp. $5.95.

FORMER vice president and director of J Walter Thompson Co. in charge of creative ac tivities for its western division, Mr. Wool knows advertising inside and out. What is more he knows how to write about it well as the 13 essays collected here from his nearly eight year of contributions to *Advertising Age* clearl show. As with most collections, these shor pieces are best read singly. The book shoul make an excellent bedtable piece for anyon who has any interest in advertising.

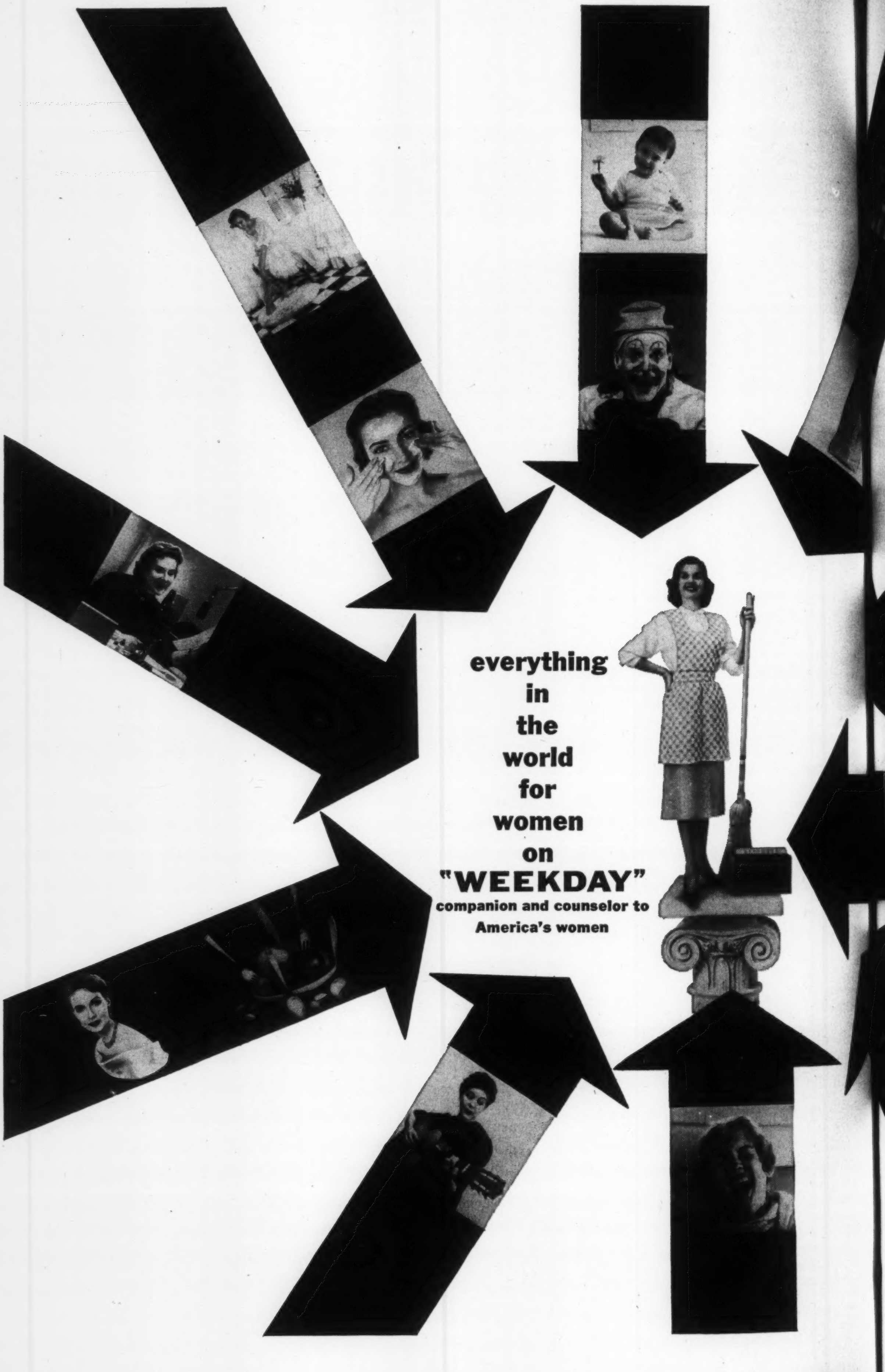
THE HAPPIEST MAN IN THE WORLD, by Joe Rosenfield Jr. Doubleday & Co., Garde City, N. Y. 292 pp. $3.85.

THERE are few New Yorkers who don't know about "Big Joe" and his nightly *Happiness Ex-change* broadcasts on WMGM and about the help this program has brought to countless per-sons in desperate need of it. This book is Bi Joe's autobiography, a dramatic story of an eager boy gone wrong, a successful man who became a drunken bum, his comeback with the aid of his wife and Alcoholics Anonymous and his discovery, in radio, of a way to connect those in need of help with those ready and willing to provide it.

Well,
that's
the way
the ball
bounces

Every couple of months our competitors come smack up against the facts of listening. Pulse does the measuring. We try to look modest. Take the last survey: July-August. KNX has half again as many listeners as Southern California's second-place station. KNX delivers over 25,000 more families in the average quarter-hour than the leading independent. KNX reaches more people more often, morning, afternoon or evening, weekdays or weekends, than any other station in the area. For wider and deeper penetration of the Southern California market, KNX is your best buy by far. For more details, call CBS Radio Spot Sales or **KNX RADIO**

Los Angeles • 50,000 watts • CBS Owned


everything
in
the
world
for
women
on
"WEEKDAY"
companion and counselor to
America's women

There's never been anything like WEEKDAY!

WEEKDAY is a fascinating departure from *all previous patterns of daytime radio programming!* It is brought to America's millions of homemakers by hosts Margaret Truman and Mike Wallace, and co-hosts Martha Scott and Walter Kiernan.

Every bit of WEEKDAY is tailor-made for women:
- Fresh dramatic entertainment: an absorbing short-story heard in its entirety each day, and serializations of best-selling fiction and non-fiction.
- Subjects of widest interest discussed by an unusual group of experts—most of them are *men:* Richard Willis on Beauty; Jim Beard on Food; John Peter on Home; Meredith Willson on Music Appreciation; Bert Bachrach on Men's Apparel; Ashley Montagu on Education; and many others.

Monday through Friday, starting at 10:15 a.m.

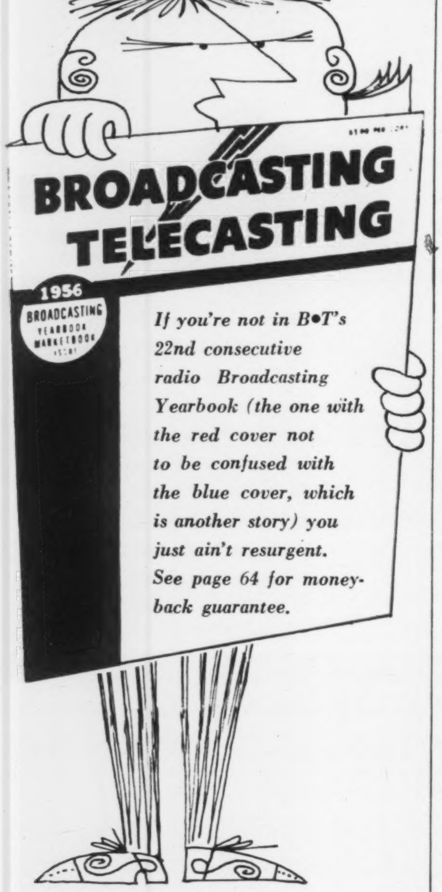
PREMIERE, NOVEMBER 7th

- A new slant on headline personalities—through refreshing interviews with celebrities' wives.
- Easy-to-listen-to music, with a different top performing star each day.
- From all over the world, a special kind of hourly news—interpreted from the woman's viewpoint.

WEEKDAY will become a regular part of the buying pattern of America's advertisers. Never before has it been possible to reach such a concentrated mass market so flexibly and economically. WEEKDAY's Charter Clients will have two *extra* bonuses—the profitable association with an exciting programming development, and the special savings possible through the Introductory Dividend Plan. Call your NBC representative today about

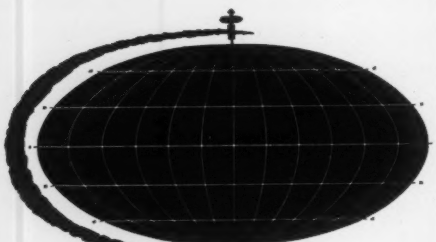
WEEKDAY

on the NBC RADIO NETWORK a service of RCA


BROADCASTING TELECASTING

1956 BROADCASTING YEARBOOK MARKETBOOK

If you're not in B•T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent. See page 64 for money-back guarantee.



Who offers the only broadcast "CAP"?

See Broadcasting Telecasting, November 14

our respects

to CHARLES THATCHER AYRES

WITH network radio apparently pinning strong hopes for the future on the so-called "segmentation" and "participations" plans of selling, it is no surprise that NBC last week turned to Charles T. Ayres to guide its radio network in the upcoming scramble for the advertising dollar.

Mr. Ayres was busily at work as vice president in charge of the ABC Radio Network until, literally, the eve of his move to NBC. Some time ago, as a result of a casual conversation with NBC executives, he was sounded out about a possible move. Ten days ago he talked with NBC again and was offered the post of vice president in charge of NBC Radio. He accepted two days later and was installed in his new job last Tuesday, after putting in a full day at his ABC offices. He succeeds to the post which was held by William H. Fineshriber Jr. until his resignation last winter and whose functions since then have been directed by Robert W. Sarnoff, in addition to his responsibilities as NBC executive vice president.

The burst of speed with which his switch in posts was accomplished has given Mr. Ayres no time at all to chart the future course of NBC Radio. He is understandably reticent to discuss the NBC Radio operation at this early date, but points out that the concepts he helped develop at ABC Radio, notably the *New Sounds for You* project, will stand him in good stead as he dips into his new job.

Mr. Ayres takes with him to NBC the strong conviction that network radio is an advertising medium that can deliver the lowest cost-per-thousand of all media and can be effective when used properly. He also is firm in the opinion that network radio will survive and that the "participations" technique will provide the solution. To any who suggest that network radio will be doomed if the "participations" approach fails, Mr. Ayres replies:

"Nonsense. I think it will work, but if it doesn't, we will come up with something else."

Mr. Ayres is a slim, scholarly-looking man of 52, who talks with no fancy frills and is forthright and outspoken when he has something to say. He believes he will have "something to say" in three or four months, when his NBC Radio stewardship takes hold.

Charles Thatcher Ayres was born in Oneida, N. Y., on April 23, 1903, but spent his childhood in Bennington, Vt. When he was in his teens, the family moved to Newark where he attended Barringer High School before going on to Cornell U. In 1924 he entered business as a salesman for the National Carbon Co. in New York.

One day in 1928, visiting a friend in New York who operated a small advertising agency, Charles Ayres became so interested in the operation that he decided to enter the field.

He acknowledges that his acquaintance with agency procedure was "very vague" at the time, but he landed a job as a space and timebuyer with Hanff-Metzger Inc., New York (which later became Buchanan & Co.).

Mr. Ayres' association with network radio dates back to those early years with Hanff-Metzger, which handled the Texas Co. account and placed Ed Wynn's *Texaco Fire Chief* on NBC. Mr. Ayres remained with Hanff-Metzger from 1928 until 1935, when he joined Ruthrauff & Ryan.

At Ruthrauff & Ryan, Mr. Ayres enlarged his background in radio as a timebuyer on many of the agency's "blue chip" accounts, including Lever Bros., Chrysler Corp. and Auto-Lite Co., among others. In 1945 he was appointed a vice president of the agency and when he left in 1948 he was vice president and general manager of the radio and television department.

At the suggestion of a friend, he joined ABC Radio in the spring of 1948 as a salesman. His rise in the network was rapid. In three months he was advanced to the post of eastern sales manager. In October 1950 he was named director of radio sales, and at that time assumed responsibility for establishing a separate and integrated radio sales department. Mr. Ayres was elevated to the rank of vice president of ABC in May 1951 and placed in charge of radio sales. Less than a year later he was appointed vice president in charge of ABC Radio.

He regards his mission at NBC Radio in these succinct terms: To put the network on a paying basis as quickly as possible. He observed that ABC Radio has been "in the black" for the past several years, but added that he was not attempting to draw a parallel. There were several considerations that impelled him to accept the post at NBC Radio, he said, and added:

"I believe network radio has a future. Similarly, I believe that the NBC operation constitutes the best opportunity to work out the future of network radio."

The approach that networks have adopted to reach advertisers through selling announcements strikes Mr. Ayres as being "very sound." He observed that although the details of their plans differ, the ultimate objective is the same: Bring more advertisers into network radio.

His work, Mr. Ayres said, is his hobby. His favorite sport has been hunting and fishing in southern Vermont, where he owns a camp.

In 1946 Mr. Ayres married Mary Andrews, a co-worker at Ruthrauff & Ryan, who currently is a vice president and account executive at Sullivan, Stauffer, Colwell & Bayles. Mr. and Mrs. Ayres live in midtown Manhattan. They have a firm rule never to talk shop at home.

"Camera Chains"* are important...

*We ought to know . . . we've had all six of them in use at one time.

But in Louisville . . .

WHAS-TV Programming pays off!

T-BAR-V
RANCH

"T-BAR-V"
4:00—5:00 P. M.
Monday through Friday
(Market's only live daily children's show.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character

TUNE-OUT TYPES

#1-The 'Headbobber'
TV
SAM HEADBOBBER NEWS

BUT - not with TELEPROMPTER* SERVICE

TelePrompTer newscasters have *eye contact* with their audiences ...a sure way of presenting authoritative, believable news.

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WCAU-TV
Channel 10, Philadelphia
The "SkyTower" station

WABI-TV
Channel 5, Bangor
"First in Maine"

TelePrompTer equipment answers the daily demands and mental hazards of TV production — puts the "FORM" in perFORMance — gives advertisers the greatest sales effectiveness.

TELEPROMPTER SERVICE

* Trademark registered U. S. Pat. No. 2635373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Farm Tv Sets

EDITOR:

May we thank you for sending us the tear sheets from B•T magazine covering television set information in farm areas.

At the moment, we are in the midst of presenting the 1956 advertising plans to the Kellogg Co. With Kellogg, a national television advertiser, we find your information most valuable in determining the extent to which we should use television in rural farm areas. Although we only have about half of the information gathered, we believe this information will become most neccessary when it is completed on a national scale.

As we discussed, it will be of great help to have this county by county, state by state television presentation data compiled into one form. This information, if kept up-to-date, will be highly valuable in determining the extent to which we should use tv as opposed to radio and/or print schedule to cover rural markets.

Richard D. Foerster
Leo Burnett Co., Chicago

EDITOR:

In the last issue of B•T, you had a list of the states in which you have reported Farm Tv Coverage. I find that we have missed a few and would appreciate it, if at all possible, you could send them to me. They are: Colorado, Massachusetts, Nebraska, Oregon and Washington.

Much of our advertising (for Lederle Laboratories and Fine Chemicals Division) is directed towards the farmer, and this information is priceless. Keep it coming.

Bob Palmer
Conklin Mann & Son
New York

EDITOR:

Is it possible for you to send me a copy of Minnesota, Wisconsin, and Iowa farm tv set counts as taken from the October-November 1954 U. S. Census of Agriculture?

G. David Gentling, V. P. & Gen. Mgr.
KROC AM-TV Rochester, Minn.

EDITOR:

I am in the throes of gathering together information on the Farm Market. I've clipped most of the Farm Tv Set surveys but lack those printed in the issues of Sept. 12, Aug. 29, Aug. 1, Sept. 5, and July 25. May I please have tearsheets if you have any available? If the entire survey will be done up brown in a reprint, I would rather wait for that. Any other information which you might be able to bring to my attention concerning the Farm Market would be greatly appreciated.

Ruth L. Ratny
Kling Film Productions
Division Kling Studios, Inc.
Chicago, Illinois

[EDITOR'S NOTE: B•T will reprint the entire survey as soon as the Census Bureau has completed its county-by-county tabulations. We suggest that requests for reprints be withheld until that time, although as in the past we will fill urgent requests for tearsheets of farm tv set figures for individual states as long as they are available.]

Correction, Please

EDITOR:

We have noted what appears to be a fairly substantial error in the listing of rural tv sets for North Carolina on page 56 of your Oct. 24 issue.

You show Total Farms 267,906, Farms with Tv 70,560 and % Tv Farms 47.2. Apparently the percentage should be 26.3.

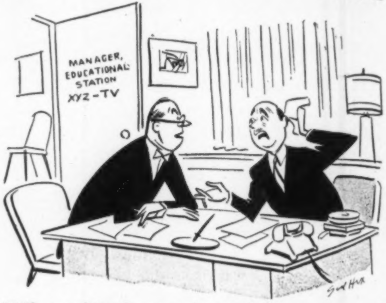
Inasmuch as the figures are so widely used, I thought that you might like to make appropriate correction.

Richard H. Mason, Pres. & Gen. Mgr.
WPTF Raleigh, N. C.

Those Who Know

EDITOR:

ON BEHALF OF 20 EDUCATIONAL STATION MANAGERS WHO ARE KEEPING STATIONS GOING MAY I EXPRESS APPRECIATION FOR SID HIX EDUCATIONAL STATION CARTOON IN ISSUE OF OCT. 10. JOINT COMMITTEE WOULD BE DELIGHTED TO DISPLAY ORIGINAL OF CARTOON IN ITS WASHINGTON OFFICE.



"I'll say this about trying to keep an educational station going . . . it's an education!"

RALPH STEETLE, JOINT COMMITTEE
ON EDUCATIONAL TELEVISION
WASHINGTON, D. C.

[EDITOR'S NOTE: Cartoon has been dispatched.]

Friends Across the Border

EDITOR:

I thought you might be interested in what we did with your excellent article on Canada [B•T, July 18]. I think that Jim Montagnes deserves a lot of credit. As you know, we spend a fair amount of time developing contacts with various people throughout Canada who are interested in not just advertising but in the development and recognition of the country as a whole. When I ran across the Canadian issue, I felt that it merited attention not only from the advertising agencies, but from the type of persons referred to above. I thought you would be interested in reading some of their comments.

Stuart MacKay, Gen. Mgr.
All-Canada Radio Facilities Ltd.
Toronto, Canada.

[EDITOR'S NOTE: Mr. MacKay attached copies of letters of thanks for the Canadian issue of B•T from, among others, the office of the Prime Minister of Canada; the mayors of Ottawa, Toronto and Edmonton; the general managers of the Toronto-Dominion Bank and the Bank of Montreal; Tisdall, Clark & Co., public relations counsel; the executive vice president of the Vancouver Tourist Assn.; the publisher of the Toronto Telegram, and the following, signed by W. E. Williams, president and general manager, the Procter & Gamble Co. of Canada Ltd.: "As you probably know, during my absence in Mexico, I asked my secretary to secure four additional copies of the article on Canada which appeared in B•T. I continue to find the fabulous story of Canada's growth most interesting and I am accordingly circulating this not only to the members of our executive group here, but I am also sending a copy to the U. S. in case it might have been overlooked there. Thank you for thinking of me."]

Telecasting Yearbook

EDITOR:

. . . the 1955-56 TELECASTING YEARBOOK-MARKETBOOK issue. I know that I will find many uses for it since it seems to be very complete, and buyers, such as I, handling network accounts as well as spot accounts will find particularly useful the networks' cable charts.

Alice J. Wolf
J. Walter Thompson Co.
New York

Proud as peacocks, all of us here—

for the part we played in the sale of New York's Station WNEW: a sale at the highest price ever attained in the history of radio.

Happy in our knowledge of the good things to come

in bringing together such able folks as Dick Buckley and Jack Wrather.

Hopeful, but humble too, in our desire to further

serve the Broadcasting Industry in our field as

Negotiators
For the Purchase and Sale
of Radio and Television
Stations

ALLEN KANDER & COMPANY

New York Washington Chicago

To Test the

PULSE

of

SOUTHERN CALIFORNIA

USE THE INDEPENDENT WITH THE

HIGHEST *PULSE

KMPC leads all other Southern California Independents in the combined totals of the two latest pulse measurements * (1) Audience by Time Periods for July - August, 1955, and (2) Audience by Time Periods, Out-of-Home, Summer 1955.

That's the

WEST'S GREATEST INDEPENDENT

KMPC

(Member SCBA)

LOS ANGELES

710 kc

50,000 Watts day — 10,000 Watts night

Gene Autry, president

R. O. Reynolds, v.p. & Gen. Mgr.

Represented nationally by A. M. Radio Sales

ALAN BURKE

on all accounts

AS television director for Walter J. Klein Co., Charlotte advertising agency, Alan Burke has a combination of qualifications which should assure better than usual results for an advertiser waging a television campaign with a limited budget.

Mr. Burke has extensive experience in the business end of broadcasting, in production and as "talent." These, he feels, make it obvious to him where corners can be cut, and his record is his proof.

Born at Richmond in 1922, Mr. Burke attended John Marshall High School, was graduated at 14, and majored in drama 3½ years at the U. of Richmond. His first job was an announcer-engineer at WPID Petersburg, Va.

Then he went to WITH Baltimore as disc jockey and in special events, and later served as news editor and special events director in Washington, D. C., later joined CBS, and then was announcer-writer-director at WBT Charlotte for four years. He helped build and open WGAI Elizabeth City, N. C., and joined WNAO Raleigh before it went on the air. He managed WGIG Brunswick, Ga.

As Klein's tv director he has produced live shows on stations throughout the Carolinas and helped produce film commercials and special programs. One was WBTV (TV) Charlotte's *Shop by Television,* oldest live local commercial show on the station. One of his shows brought in a mail pull of 39,853 responses in one week.

He became tv director at Klein's five years ago when the agency was swamped with tv.

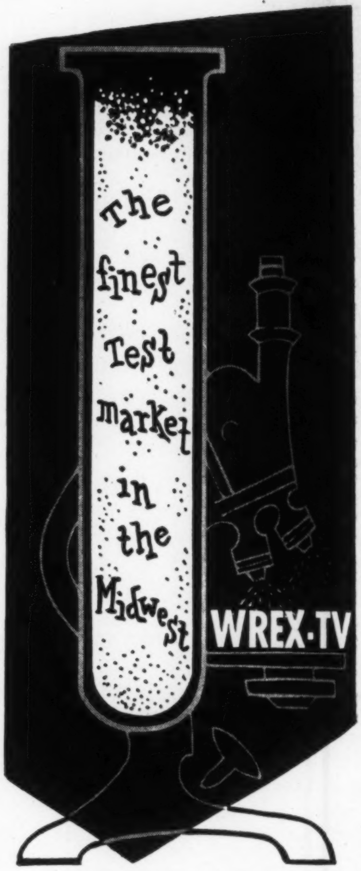
When Klein recently turned out a book of baby pictures of its employes, a satiric caption under Mr. Burke's picture read: "If the client wants to do business, let *him* come to *me.*" Mr. Burke had the last laugh when within days a substantial account literally did so.

Among his accounts are Southern Appliances Inc., Wica Chemicals, White & Co., Belk's Dept. Store, Southern Kintwear Mills and Walker-Martin Co.

As Klein's tv director, Mr. Burke is called upon to produce and serve as moderator on special assignments, which places him before the camera as well as being producer.

His family includes David, 7, Daniel, 4, and his wife, who under the name Cathy Haines has several tv shows in Charlotte.

His hobby is surf fishing and his ambition is a dual one—to work with an unlimited budget on behalf of a client and to follow the coast line and go surf fishing "wherever I please."


The finest Test market in the Midwest
WREX-TV

WREX-TV reaches the finest test market in the midwest—a perfect cross section of industrial and agricultural market potential!

1,000,000 pairs of eyes in a Billion Dollar Area! Top CBS and ABC New York shows capture the attention of this vast market and DELIVER your sales message.

For **positive** coverage in this area, contact H-R for availabilities!

WREX-TV channel 13
ROCKFORD, ILLINOIS
CBS-ABC AFFILIATIONS
represented by
H-R TELEVISION INC.

we'll be sitting on top of the world at

KCMO-TV

Basic CBS-TV
Channel 5
Kansas City, Mo.

Coming soon: the world's tallest self-supporting TV tower. Vital statistics: 1,042 ft. above ground, 1,130 ft. above average terrain, 2,049 ft. above mean sea level. Another KCMO-TV advantage in the booming Kansas City market.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

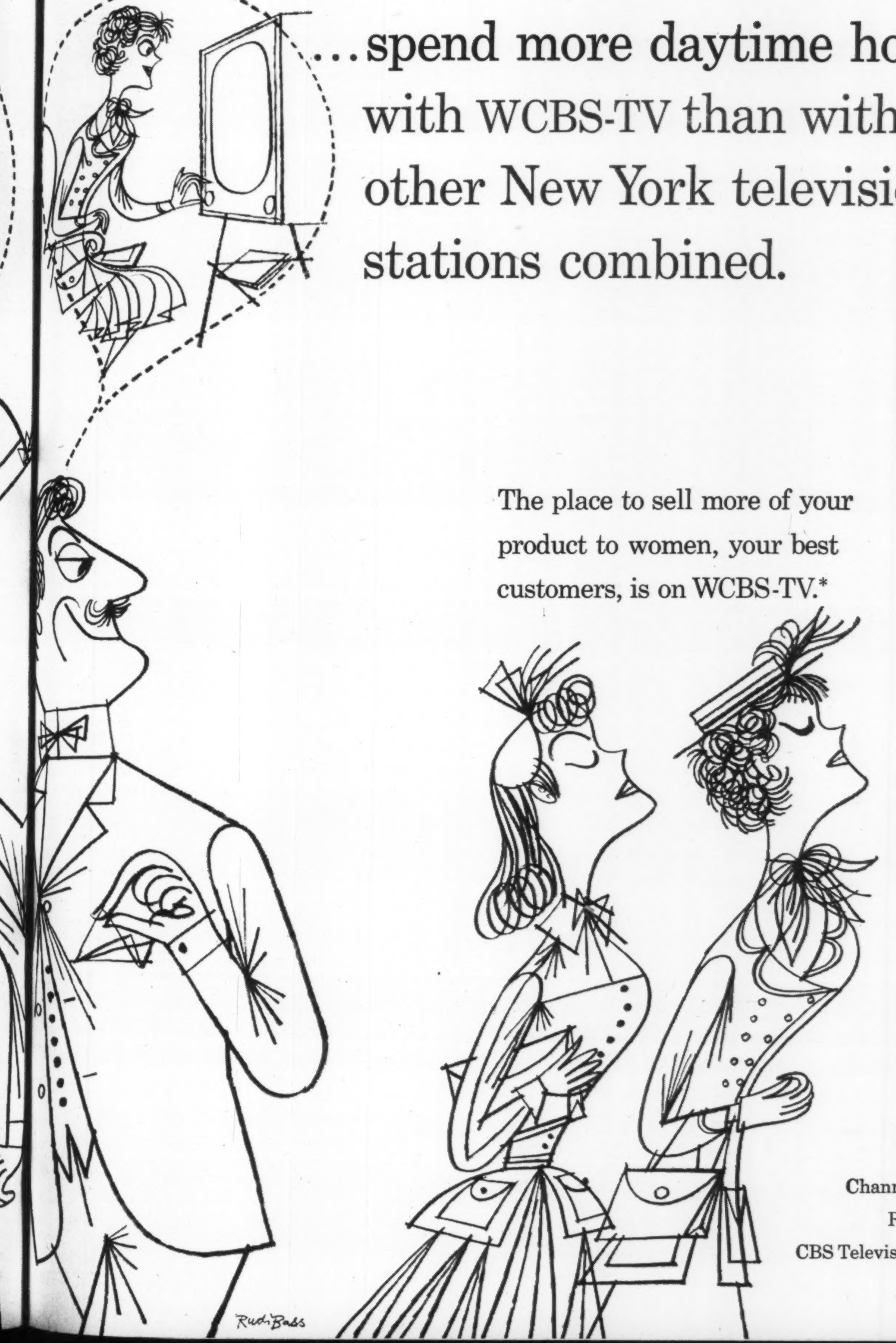
Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

women!

...spend more money for more things than all other members of the family combined.



...spend more daytime hours with WCBS-TV than with all other New York television stations combined.

The place to sell more of your product to women, your best customers, is on WCBS-TV.*

*CBS OWNED
Channel 2 New York
Represented by
CBS Television Spot Sales

Big things afoot for Washington!

Washington, already the 10th largest market in the United States, is going to be filling much bigger shoes before long. A study released by Sales Management Magazine reports that within the next ten years Washington will jump to 8th place among the nation's markets. Its metropolitan population will rise as high as nearly 25% to 2,305,000.* And it is estimated that buying power and retail sales will increase proportionately.

But there's no need to wait ten years. Today, Washington offers advertisers all the selling opportunities of an established major *growth* market. Every day, more advertisers recognize Washington as one of their prime markets, with its . . .

- 1,827,200 population in the metropolitan area
- $4,532,064,000 in effective buying power
- second-highest family income in the country.

Farseeing advertisers recognize WRC and WRC-TV as the fast-stepping stations in this growing market. And advertisers *spend* more with these stations because they *sell* more with them.

Step right out in front in big-and-getting-bigger Washington. Call

WRC am-fm WRC-TV

NBC in Washington represented by NBC Spot Sales

**20 Years Population & Economic Growth Study & Projection. Sales Management, November 10, 1955*

BROADCASTING
TELECASTING

November 7, 1955

Vol. 49, No. 19

NBC BOARD ANTES $9 MILLION FOR COLORCASTING EXPANSION

- **Network will build new studios in Burbank, Brooklyn**
- **And create world's first all-color station in Chicago**
- **Other networks are much less bullish in color planning**

A NINE-million-dollar construction and expansion program designed to double NBC's colorcasting capacity by next fall was approved by the NBC board of directors last Friday.

The overall project encompasses construction of additional new color studios in New York and Burbank, Calif., expansion of color film broadcasting facilities, introduction of new time-delay equipment for color pending final emergence of magnetic tape recordings and conversion of NBC-owned WNBQ (TV) Chicago into the world's first all-color television station.

Plans for WNBQ, whose color conversion is slated for readiness about April 15, 1956, were announced Thursday by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, at an unprecedented news conference at which New York and Chicago were linked by closed circuit color television. The overall project, slated for completion by the fall of 1956, is being announced by Robert W. Sarnoff, executive vice president of NBC, this week, B•T learned last Friday.

Disclosure of the far-reaching plans was accompanied by brightening reports on color set production and sales but nevertheless found NBC's two rival networks less enthusiastic in their own color planning. CBS-TV, which has boosted its color program output considerably this fall, was reported to be holding fast to its announced schedule of color programs with no plans to add to them. ABC's position, made clear by President Robert E. Kintner at the annual meeting of the Assn. of National Advertisers (see page 29), was that color as a mass medium is still a long way off. There has been no indication that ABC plans to enter colorcasting in the immediate future.

NBC's $9 million outlay, bringing to $12 million that network's appropriations for color expansions in recent months, includes the following projects in addition to the WNBQ conversion:

- Construction at Burbank of an "exact duplicate" of the color studio recently completed there by NBC (see picture page 28). This will also be the "key" to free existing Burbank black-and-white studios for future conversion to color.
- Construction of another major color studio adjacent to NBC's existing Brooklyn color studio in New York.
- Expansion of color film broadcasting facilities through the addition of four new color film chains to the six already in use by NBC.
- Construction of a new and larger master control at Burbank to replace the one currently in operation at NBC quarters at Sunset and Vine in Hollywood.
- For use pending the introduction of magnetic tape recording, which is now undergoing field tests, provision of three color recording cameras at Burbank employing a lenticular film process which, developed by RCA, NBC, and Eastman Kodak, is said to provide three-hour processing and, therefore, to permit operations with the same time-delay as in black-and-white [B•T, Oct. 31].
- Tripling of the technical and service space for the present studio at Burbank to house the new master control, time-delay equipment, etc.

In addition to these projects, NBC within the past few months has authorized conversion of the Ziegfeld Theatre in New York for colorcasting and has launched work on a new office building in Burbank. While detailed costs of the individual projects were not made known, it was learned that the total outlay in New York will be $4.75 million, in Burbank $6 million and in Chicago $1.25 million.

NBC officials said the expansion will permit them to originate 80 hours of live, studio colorcasts a month starting next fall as compared with 40 hours a month now—which in itself represents a five-fold increase over last fall's schedule. These hourly estimates do not include colorcasts of sports and other outside events.

Although the closed circuit news conference related only to the WNBQ plans and the existence of the overall plan was only hinted at, these general observations were offered by Gen. Sarnoff and his NBC associates at the session, who included President Sylvester L. (Pat) Weaver Jr.; Executive Vice President Robert W. Sarnoff, and Charles R. Denny, vice president in charge of the NBC owned stations:

There is widespread "excitement" about color and dealers are "selling color receivers as fast as they are being turned out."

RCA expects to sell "more than a couple hundred thousand" color sets in 1956 and "in recent weeks we have been selling and installing at the rate of about 1,000 color sets a week" in homes throughout the country.

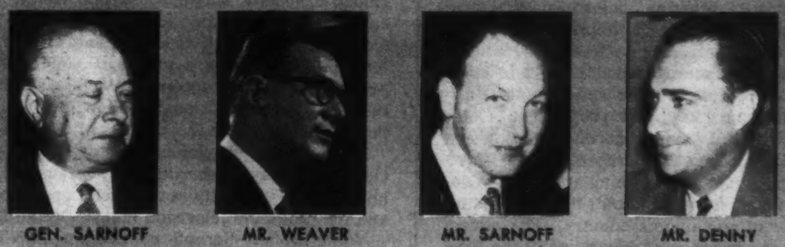
There are now 104 NBC affiliates equipped to re-transmit network color programs and, assuming that half of all stations are now able to transmit color in some form, it shouldn't be "very long from now" until all stations can retransmit color from the networks.

RCA's plans to reduce the cost of color sets are "the plans to increase sales," since prices will fall as production and sales rise.

It is impossible to fix a date when all network programming will be in color because this depends on facilities and on the decision of advertisers who control their own programs to put them on in color, but NBC hopes it will come "within a reasonable time."

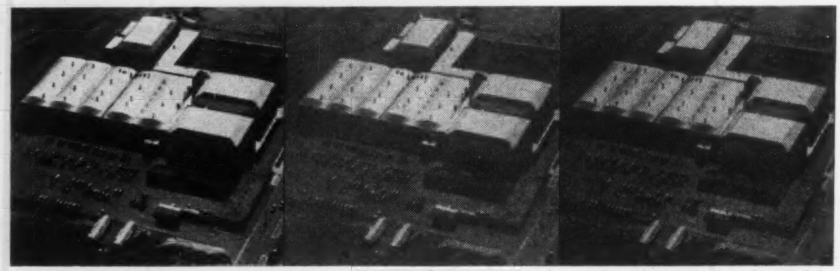
Immediately following the news conference WNBQ broadcast its first local live color program. Color activity in another form was reported too: A Chicago dealer was said to have

PUTTING THE PUSH BEHIND COLOR



RCA and NBC, with Brig. Gen. David Sarnoff setting policy, are determined to "break through the black-and-white curtain." With network color "fully established" under the direction of NBC President Sylvester L. Weaver and Executive Vice President Robert Sarnoff, the next step is to go into extensive local color production. That's the job of Charles Denny, vice president in charge of owned stations. Forecast from Mr. Weaver: Color is going to "explode."

THREE FOR ONE



AN EXACT duplicate of the NBC color studios recently completed at Burbank, Calif. (l), will be constructed there. Another major color studio will be built in Brooklyn, adjacent to the existing NBC studio.

ordered, immediately, 500 color sets from RCA (see box below).

The Chicago project involves remodeling and expansion into additional space as well as replacement of WNBQ's black-and-white equipment with equipment for color. Although network programs broadcast in black-and-white will necessarily be re-transmitted by WNBQ in monochrome, it was pointed out that all its local programs will be done in color along with network color programs—a total of about 10 hours of color programming daily when the conversion project is completed next spring, according to General Sarnoff. There may also be additional color feeds to the network from Chicago, though President Weaver indicated there has been no decision on this score yet.

General Sarnoff pointed out that "RCA and NBC from the first have undertaken to break through the black-and-white curtain"; that network color "is now well established" and the next step is to supplement network color with good local color; and that "all the know-how, all the lessons we learn in this Chicago pilot operation will be made available to other television stations interested in advancing color television as a regular service."

RUSH ORDER

PLACEMENT of reportedly the largest single order for color television sets in the history of the industry—some 500 21-inch RCA receivers "for earliest possible delivery"—was claimed Thursday by Polk Bros. furniture and appliance stores of Chicago after NBC-TV's closed circuit color tv news conference presided over by Brig. Gen. David Sarnoff.

Sol Polk, president of one of the nation's leading retail operations and heavy Chicago tv advertiser, which handles a variety of nationally-advertised brands, lauded the RCA-NBC board chairman's announcement about future Chicago color tv plans. He expressed belief that it "will at last break the color barrier," bringing color to American homes "at a reasonable price." He stated further:

"As the inevitable sales boom in color sets progresses, other industries and arts will boom in direct proportion. Color will be the keynote in what we envision as a new era of merchandising in furniture, appliances, clothing and all the consumer items which contribute to a better way of life in this country. The advent of consistent color telecasting at the local level will serve to provide all of our merchandise with an aura of newness and freshness in the coming period of color emphasis."

Mr. Polk noted his organization has had a policy for several months permitting people who have bought black-and-white sets there to apply, any time prior to Feb. 1, 1957, the full purchase price toward a new color set.

He predicted that "stations all over the country will have their eyes on Chicago and I believe will follow Chicago's lead and produce their local programs in color."

Robert Sarnoff hailed the WNBQ project as clearly signifying that "color television has arrived." He noted that, through color-equipped affiliates, NBC color programming is available to 90% of all tv homes, and said that "the millions who have watched color television are spreading the word." In addition to NBC's five-fold increase in color programming this year, he said, "our chief competitor has geared up its color activities and we understand it reaches something in the neighborhood of ten hours a month," which "helps to step up further the pace of color television development."

Mr. Sarnoff referred to the nine-day period ending today (Monday) as "a big week" for color, with NBC scheduling 13½ hours of color in that period and CBS adding two and a half.

Mr. Denny spelled out details of the plans for converting WNBQ, and President Weaver said that between the Chicago plan and the "tremendous success" of the color shows at the start of the fall season "I am sure that color is really going to explode."

Participants in the news conference at the Chicago end, which was under the direction of WNBQ General Manager Jules Herbuveaux, included Chicago's Mayor Richard J. Daley, who called it "a great day for Chicago" and told Gen. Sarnoff that "all of us, not only in Chicago but in the nation, are proud of you and are proud of your great accomplishments and proud of the great things you are doing for all the people of our nation."

Gen. Sarnoff explained that Chicago was chosen "for this pioneering step" because "it has always been a key city in the operations of NBC and the radio and television industry generally."

While Robert Sarnoff pointed up CBS-TV's increased color activity this year, reports circulated that CBS plans a color cutback. But these were denied by CBS-TV officials, who said they have no present plans either to expand or to contract their present color schedule.

CBS-TV's color plans for the rest of November include three more Gene Autry telecasts, four of the Red Skelton shows, two episodes of *Climax, Ford Star Jubilee,* and one of *Godfrey and Friends.* For December they include five Autry and three Skelton shows, two *Climax* productions, one *Shower of Stars* and one *Ford Star Jubilee.*

ABC's President Kintner summarized his views on color in these words in his ANA speech:

". . . I am in somewhat of a delicate position, since our company is not a manufacturer of television sets, and since I know that I need not recall to this audience that the forecast on the progress of color has been substantially overstated.

"Color television apparently will not be an important factor in the immediate future, as far as reaching large audiences is concerned. According to the best estimates we have been able to obtain in the trade, I am told that there are about 40,000 color sets compared to over 35 million black and white sets in the country at the present time—a substantial part of which are in the hands of dealers. I am also told that the industry should produce about 150,000 sets this year.

"So from a color circulation point of view, it would appear that we are now about at the stage we were in mid-1948 with black and white, and it looks to our research people as if color will go through the same five-year circulation growth that black and white did, although at a slower rate, to achieve really national penetration.

"However, perhaps I should hedge this prediction by saying that black and white set sales of 500,000 per month and more surprised even the industry, but it is my personal belief that color will not be a really major factor in network programming until at least 1957."

Westinghouse Announces Color Tube Expansion Plans

A FACILITIES expansion program coming to more than a million dollars to implement production of the new Westinghouse all-glass color television picture tube, which is said to be the first of its kind and to point toward lower production costs while giving improved picture quality, is being announced today (Monday) by R. T. Orth, vice president, Westinghouse Electronic Tube Division.

"Our expanded facilities program is prompted by our confidence that the new Westinghouse rectangular shadow-mask color picture tube will be ready for commercial production early in 1956," Mr. Orth said. "We feel sure our color tube will be ready for the market next spring."

The Westinghouse tube is described as dispensing with costly metal flanges to join the faceplate and funnel of picture tubes and as eliminating expensive and unwieldly insulation required in receivers employing metal-flange tubes. The $1 million-plus expansion will be at Westinghouse's Elmira, N. Y., plant.

CHEAPER DOZEN

RENEWED interest in the possible manufacture of a color tv set that would retail in the $400-500 range was set off last week as reports reappeared predicting that such a model would be demonstrated soon in New York.

Telechrome Inc., electronics research laboratory, Amityville, N. Y., has started production on 12 models, or "prototypes," of mass production color tv receivers incorporating the Lawrence color picture tube [Closed Circuit, Oct. 24]. Telechrome has been developing the chassis for the tube—which will be either 21 or 22 inches—for Chromatic Tv Labs, owned by Paramount Pictures.

TV WILL BE NO. 1 SELLER, KINTNER TELLS ADVERTISERS

ABC president tells 46th annual meeting of Assn. of National Advertisers that television's qualities are unexcelled in an economy trending more and more toward automation and the attendant volume of production. Other highlights: appraisal of antitrust suit against advertising, plea for increased propaganda efforts in the 'idea war,' discussion of research developments.

ADVERTISER and agency executives participating in the 46th annual meeting of the Assn. of National Advertisers last week in New York were told by ABC President Robert E. Kintner that television will be "the major selling machine" in moving the nation's rising volume of production.

The broadcast media—both radio and television—possess "human" qualities which exceed those of any other method of communication and which become more and more vital in selling, advertising and marketing as the trend toward automation in production continues, Mr. Kintner said.

The ABC chief also gave the advertiser and agency men an appraisal of television trends and problem areas—advantages to look for and pitfalls to beware—and called upon them to join the broadcasters in lifting radio from a "stepchild" status.

Mr. Kintner's speech was the radio-tv highlight of a Monday-Wednesday ANA program devoted primarily to broad aspects of marketing. Other features of the program dealt with such fundamentals as budgeting; management organization; agency performance evaluation; media contributions through marketing; research tools available to advertisers; case-history proof that creative planning, advertising and marketing pay off, and an appraisal of the government's pending antitrust suit against advertising (see stories pages 30-31 and 82).

The meeting, which drew a record registration of 490 advertisers and 180 agency executives plus 90 media representatives, also heard Theodore S. Repplier, president of the Advertising Council, commend the progress being made by the U. S. Information Agency abroad but at the same time recommend the formation of a new private organization to help wage the "idea war." An Advertising Council presentation on "The Impact of Your Public Service Advertising" was another feature of the session.

Mr. Kintner, in a speech on "Tv and Radio—Today and Tomorrow," reminded the advertisers of tv's coverage growth and pointed out that 19 of the top 25 advertisers, excluding distillers, make television "unquestionably their No. 1 medium" with the "typical" advertiser in the top 25 investing 47% of his advertising dollar in network tv alone and 56% in the broadcast media.

The challenge of television is not whether it is effective, but "how best to program it, how best to buy it, and best to use it commercially," he asserted, adding: "Since only 165 advertisers use network television today, there is the added challenge of how the networks can make greater use of television by smaller companies possible."

Mr. Kintner said the trend toward participating sponsorship—with 76% of today's tv network advertisers being participating sponsors as against 51% three years ago—has made the issue of network control of programs "more and more academic." But because the networks are being given more and more responsibility for direct programming, he said there should be "much closer liaison between the advertising agencies and the networks; a much better understanding by the networks of consumer motivation, and a great deal more research by all of us on what makes people buy."

The ABC head also called attention to the trend toward film programming, pointing out that the three networks now use film programs for 40% to 50% of their Class A nighttime hours and estimating that this may ultimately rise to around 80%.

The "real significance" of "spectacular"-type shows—which he called "special programs"—in the long run "will be to expand normal programming length to 90 minutes and longer," Mr. Kintner forecast, also predicting that many hour-and-a-half and two-hour shows will be regularly scheduled. In effect, he said, what the networks and producers will be attempting to do is to re-create in the home on a regular basis program vehicles very similar to the motion pictures and the full length plays.

TOP BRASS FOR ANA

MR. EBEL MR. MOSLEY MR. WEST

EDWIN W. EBEL, General Foods vice president, was elected chairman of the ANA to succeed Edward G. Gerbic. George E. Mosley, vice president of Seagram Distillers Co., was named vice chairman. Paul B. West continues as ANA president (story page 38).

He said that, "on the basis of regular buying, I doubt if more than half of the special shows can achieve a good cost per thousand, but the special shows do have certain advantages in special promotion for the larger companies, as one method for use of television by the smaller companies in bringing special stars and programs to tv, so that the number of special shows should increase rather than decrease.

Among television's "problem areas" he cited rising costs (for 28 shows on the air since 1951, production costs have risen 83% and time costs have doubled). But he pointed out that "compared with four years ago, the cost-per-thousand of the typical program has fallen," even though it has risen slightly in the past year because of greater competition among networks for audience, addition of new stations and smaller markets, and the fact that some new advertisers "are not buying television with commensurate program expenditures."

"The networks are not receiving unconscionable profits," he said. "In 1954, when the network gross sales were $306 million, profits were $36.5 million including the profits of 16 owned network stations which, of course, are more profitable than the network."

Another problem, Mr. Kintner said, is color (see story page 27), but the greatest in his opinion "is the restricted market challenge." He reiterated ABC's position that, without disrupting its present business, FCC could deintermix and alter allocations to permit "at least three, and I would hope four or five, truly competitive television stations in the great bulk of the top 100 markets."

Such a move, he said, deserves advertisers' support and should be a matter of advertiser concern "because if your programs cannot be heard in many of the top 100 markets, except in bad time periods, you are not getting an equal share of the potential with your competitors." Mr. Kintner conceded that in his opinion the average tv commercial is not as "well done" as the average print ad but that "this fact is obscured by the tremendous impact advantages" of television. "In other words," he said, "I believe the effectiveness of tv advertising can be increased geometrically while tv's circulation, now that 70% of the homes are tv-equipped, can only be increased arithmetically." A "great deal more" knowledge about the viewing habits and inclinations of the tv audience is needed, he asserted, citing a special study made for ABC in Detroit (see story page 38).

Turning to radio, he cited changes in listening habits and needs, but said the problem "is primarily the failure on the part of the radio networks and of the local stations to back their research with substantial sums, to return to radio the excitement that is necessary. This reluctance of the business to gamble, I think, is also due in substantial part to the attitude taken by those advertising agencies who refuse to give it proper consideration; and by those advertisers who are most interested in satisfying distributors and salesmen with glamour buys in television rather than good advertising buys. . . .

"I think it is to the discredit of the networks, the advertisers and the agencies that this instantaneous medium with such potential for good and with such advertising advantage in cost-per-thousand, has been permitted to become a stepchild in the communications business. However, I see signs among the networks of program vitality. I hope their efforts in network radio will receive greater support from the agencies and advertisers. Thus a revitalization of radio can quickly result."

Looking 10 years ahead, Mr. Kintner fore-

THE 15% COMMISSION: SHOULD IT BE JUNKED?

IT SEEMS SO, AN ADVERTISING LAWYER TELLS HIS CLIENTS

LAST WEDNESDAY the business of advertising was handed an eloquent exposition of the facts of life by Gilbert H. Weil, general counsel to the Assn. of National Advertisers. Speaking at that organization's 46th annual meeting in New York, Mr. Weil delivered a two-pronged message: (1) that the current Justice Dept. antitrust complaint is neither vindictive nor necessarily to be feared, and (2) that the growth of the advertising business necessitates new reflection by advertisers and agencies upon their traditional (15%) way of doing business. B•T considers his remarks of considerable moment, and on these two pages reproduces his text, slightly condensed.

TIME and time again, the Antitrust Dept. has moved into various industries to challenge practices which were dear to the heart of the industry. Usually they are practices that have taken on the aspect of indispensable keystones in the economy of the business affected, through the hallowing processes of time—or by the inertia that goes euphemized as tradition.

Sometimes the assaults have failed, as in the recent investment bankers case. More often they have pushed through to their objective.

When such interest by the Department first makes itself known in a given industry, it is commonly attended, in its earlier stages at least, by reactions of consternation, shock, indignation, resentful frustration, and also by sincere conviction and admirable determination to stand for what is right and see the matter through at all costs.

These attitudes erupt in varying degrees in different quarters within the industry, but they stem from a surprisingly common progression of convictions (1) that Antitrust doesn't understand the nature of the industry and doesn't realize that the practices under attack are its lifeblood; (2) that Antitrust *does* understand the industry and *does* realize how essential the practices are to its existence, but it is antagonistic to the industry and is out to get it with a leap for the throat; (3) that intentionally or not, those damn bureaucrats are just going to be the death of the industry if somebody doesn't stop them!

But, when the smoke of battle has cleared away, and poppies grow in the battlefields, the dire predictions rarely seem to have come true. Individual businesses may often-times have become war casualties, but I can call to mind no instances in which an otherwise vital, sound and dynamic industry has been stunted or killed by an antitrust order.

I personally have never found, and I do not believe, that the Department has any basic antagonism against the industries—as such—within which it takes action. If you wish to feel otherwise you will have to believe that in its time it has been anti-aluminum, coal and oil; fish, fur, food and milk; railroads; telegrams, trucking and light bulbs; glass and eyeglasses; autos and movies; shoe machinery; plumbing; fire extinguishers and parking meters; real estate brokers; labor unions; and even the practice of medicine.

The common element, and the target which has really spurred Antitrust to action in these widely varied fields, has not been the industry itself, but the practices that the department believed to exist within them in contravention of the antitrust statutes. And I am of the opinion that the same is true insofar as its action in the field of advertising is concerned. I cannot feel that the department is anti-advertising, or that it is out to "get" the advertising industry, or any medium, under the guise of the antitrust laws. I simply think that, being technicians charged with the responsibility of stamping out antitrust violations wherever it may find them, the department, believing them to exist within the advertising structure, has proceeded there as it would, and has, in other, totally unrelated industries.

The part of the antitrust laws that is involved in the advertising case is that portion which prohibits two or more persons or organizations from joining together in a common plan or course of action which has restraint of trade—whether their own or someone else's—as its purpose or effect. It is a statutory recognition of the adage that in union there is strength; and that—insofar as restraint of trade is concerned—the opportunities to exercise the power that can be amassed by collective action are too dangerous in their implications to be tolerated.

The specific practices concerning which the Dept. of Justice alleges there has been unlawfully concerted action are:

1. Uniform standards for recognition of advertising agencies;
2. Refusal of credit and commissions to non-recognized agencies;
3. Refusal of trade assocation memberships to non-conforming agencies;
4. Refusal of recognition or commissions to agencies which rebate or split their commissions with national advertisers;
5. Refusal of recognition to house agencies or agencies controlled by or affiliated with media, printing or engraving establishments;
6. Charging of gross rates by media to direct advertisers;
7. Agreement amongst media that they will not depart from their published advertising rates;
8. Fixing and maintaining agency commissions at 15% of media's gross advertising rate;
9. Refrainment by agencies from competing with each other by submitting material to a national advertiser in speculative solicitation of new business.

The defendants named in the action are American Assn. of Advertising Agencies, American Newspaper Publishers Assn., Publishers Assn. of New York City, Associated Business Publications, Periodical Publishers Assn. and Agricultural Publishers Assn.

If I am unable to make anything else clear that I say this morning, I hope that I may have the power to be lucid on one point. I must make it clear, if I am to help you understand the true implications of the advertising antitrust suit.

It is this: There are certain activities, and they are many, which a business may lawfully do, if it does them by itself, acting on its own initiative and determination. Yet those very same actions may become illegal if done as the result of agreement, concert or joint program with one or more other companies.

There you have the touchstone for understanding the legal basis, rationale and objective of the Department's lawsuit. It is not based upon the thought that an advertising agency should not be paid 15% of an advertiser's media expenditures. It is not based upon the thought that such payment should not be made by the medium in the form of a discount to the agency. It is not based upon the thought that a medium has no right to select—or "recognize"—the agencies with which it will do business.

It is predicated simply upon the principle that it is unlawful for two or more independent business entities *to agree with each other* to do such things, or do participate in a *joint program* concerning them.

It's the *joining together* in such activities that the complaint sets forth as the unlawful aspect of what it claims has been done. There is no claim whatsoever that the particular activities which are alleged to have been the subject of the joint ventures are, or would be, illegal if pursued by individual companies acting entirely by themselves. And there is no indication in the complaint that the Antitrust Department has any desire to prohibit *individual* employment of such commercial devices.

Of course—and it is very important that we realize and remember this—the complaint merely represents what the Department claims to be true; it is not necessarily the truth itself. If the case is fully litigated, it may well be that after all the evidence is in, the court may find that the standard agency commission is the result of economic evolution and tradition and not collusive action. Or that when variations in agency services and special fees are taken into account, there is no such thing as a fixed agency fee; or that the recognition programs are credit and calibre reports only, with the media owners in full exercise of their individual policies as to how they shall act upon the information thus received.

If the proof goes in those directions, then to such extent the factual basis for the government's case—as distinct from the legal theories upon which it rests—will be shot from under it.

If, on the other hand, the Department successfully woos the court to its point of view that joint action has taken place in these areas, or if a consent decree is negotiated, the result of the suit—that is, the injunctive terms of the final order—will not in any event go beyond prohibiting continuation of such collusive action. It will not ban *truly individual* performance of the activities designated in the complaint.

I have not the slightest doubt, and neither have you, that advertising is so dynamic, so vital, so full of growth and strength, that it would weather blows a hundred-fold as threatening as that. It is simply inconceivable—unless there should be so drastic a change in the nature of our economy nothing else would retain its importance anyway—that advertisers, agencies and media will not all continue to need each other, and use each other, and that suitable and appropriate mechanics will be worked out whereby the laborer who is worthy of his hire will receive it from the person or persons who derive the benefit of his services, and in fair correlation with the amount of benefit they get. . . .

So, if I have correctly analyzed the government's case, there is nothing in it from the strict legal viewpoint that is going to necessitate drastic changes in our industry, regardless of how the case turns out. Despite that, however, I cannot escape the personal belief that this lawsuit—entirely apart from its outcome and regardless of who wins it—will prove to be a strong catalytic agent in the economic evolution of some important aspects of advertising relationships.

The reason I say this is that, however the case turns out, it will necessarily focus attention upon the concept that the legal relationships between an advertiser and his agency should be fixed by individually determined agreement between them. If the government's views prevail, the decision will certainly establish that as a consideration for the future. If the defendants prevail, it will be because they will have convinced the court that that has been the state of affairs right along and presumably will continue to be so.

The highlighting of this concept comes at a time when more and more advertisers and agencies are becoming aware of the inadequacy of undiscriminating and standardized customs to serve the subtle, complex and distinctive needs of their own particular commercial situations. Their growing restlessness becomes all the more acute when the stereotyped arrangements are ones which, to varying degrees, have continued to exist after the conditions that originally infused them with good commercial sense have changed. . . .

In the simpler days of our industry, the business between an advertiser and its agency was carried on between one dominant individual in each of the companies. They were, in almost all instances, close personal friends, or became such. They understood each other, and the immediacy and uninterrupted continuity of liaison between the two top men provided a basis of understanding, mobility, trust and adaptability that was probably more efficient than anything we can substitute today. It was not necessary, when those conditions prevailed, to hamper the efficiency of a fast moving, fluid, informal set-up like that with the details, codifications and general red tape of a formal contractual instrument.

But that was possible only under those conditions. Now that advertising departments on the one hand, and advertising agencies, on the other, have grown to the complex structures which they are today, then, despite the most pleasant personal relationships which may exist between individual and individual within the larger framework, we must recognize that realistically times have changed and the relationship is now between one large business organization and another. Understandings, activities and programs which were at one time settled in a matter of minutes by two men across a desk or table, now require consideration by subcommittes, committees, departments and finally "top brass."

The individuals who in the early years of advertising-agency relationships made their decisions as spontaneously as they wished were the heads, and most frequently the owners, of their respective business enterprises. They were responsible to no one but themselves. Today the people who must make the decisions are responsible to other officers of their company, to boards of directors, and, ultimately, to stockholders.

Changes have also taken place in the complexities of technique in the advertising and marketing processes. In the developmental period of the agency commission system, the services renderable by an agency to an advertiser were pretty much limited to those that were collateral to the selling of space for media owners. They were essentially copy preparation, space contract placing, and space buying and servicing functions. They were perhaps performed more for the purpose of helping the media owner sell its product than to aid the advertiser in marketing his.

Today the services which agencies can and do furnish to advertisers range across an extremely broad and varied spectrum. They now encompass, amongst other things, the production of entertainment which once would have been thought appropriate only to theatrical producers; research; and participation, in many instances to a major degree, in the formulation of marketing and public relation policies—perhaps even product development and sales decisions. . . .

In view of the extremely mature environment that has now settled down upon our industry, how can an advertiser and an agency any longer be satisfied that they are acting up to their commensurate responsibilities when they formulate a relationship between themselves by means which, even when they are reduced to writing, amount to little more than the advertiser saying, "Hey, you wanna be my advertising agency?"—and the agency answering "Yeah, sure." . . .

The wide inventory of services which today's agencies can offer to advertisers seems to me to require extremely thoughtful attention, and carefully written definition in two areas of the advertiser-agency relationship. In the first place, since every advertiser does not want 100% of every service that an agency can possibly render to it, the parties should decide which services are to be furnished and to what extent. Secondly, the arrangement is on an unrealistic, and, hence, unsound basis if the remuneration that the agency is to receive is not fairly correlated to the services that it is to render.

AT THE TIME, IT WORKED

In the younger days of the industry when an agency's services to an advertiser were simple and relatively uniform from advertiser to advertiser, those circumstances made a uniform compensation system commercially appropriate and satisfactory. It was keyed to the conditions of the time and hence it was realistic and sound. Moreover, since those services bore quite a direct relationship to the use of media space and were predominantly in the service of media owners, it was equally natural and suitable that their compensation should be computed in relationship to the media billing, and that it should be paid by the media owners. . . .

Today, when so much of the value of some services an agency may supply may not receive ample recompense from a percentage of media billing, either because the services do not relate to or result in space or facility purchases, or, if they do, the medium involved is one with a relatively low billing rate, there is a restlessness amongst agencies concerning the traditional basis of compensation, and we find, more and more, a demand on their part, and a willingness amongst advertisers where circumstances warrant it, that additional fees be negotiated for specific services.

Conversely, where agencies are called upon to render relatively little by way of effort in comparison with large amounts receivable by them from certain media—such as tv or super-circulation periodicals—whose invoices are verging upon expression in light years, the advertisers are growing restive, and they are more and more demanding and receiving adjustment of the inequities, either in the form of additional services by the agency without further compensation, or by the franker means of rebates.

In other words, as must always happen, vestigial commercial practices may continue by momentum for some time after their true justification has ceased or altered, but ultimately the friction of new market conditions will wear away obsolescent contours and remold the structure to its new environment, or whittle it away entirely.

The circumstances I have referred to, and others which there is no time to go into here, mark the natural evolution of the moment as one that moves more and more toward individual negotiations between specific advertisers and their agencies of the custom-tailored contractual relationships which best suit their own particular needs under today's complex market and legal conditions.

MEMBERS OF THE ANA BOARD *(See elections story, page 38)*

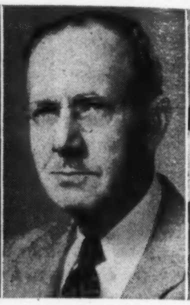
MR. BEARD

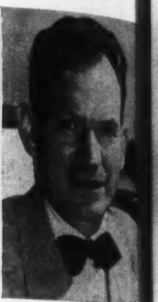
MR. FROST

MR. KENNEDY

MR. SCHACHTE

MR. MARPLE


MR. HARRINGTON


MR. WELLS

saw color tv as "commonplace"; tv screens flat, measured in feet rather than inches, and "used wherever picture frames or mirrors are used today"; tv telephones and closed circuit tv for both business and homes; television on a transworld basis, and radios the size of a watch and carried by everyone.

Mr. Kintner spoke Tuesday at a media session in which newspapers were represented by Harold S. Barnes, director of the American Newspaper Publishers' Assn.'s Bureau of Advertising; outdoor advertising by Warner Moore, president of Outdoor Advertising Inc., and magazines and business papers by a panel moderated by Frederick Nelson, chief editorial writer of the *Saturday Evening Post,* and composed of Frank Baxter, U. of Southern California professor whose tv programs on Shakespeare have been widely hailed; Stanley High, senior editor, *Reader's Digest,* and Robert Elder, vice president of the Plax Corp. and a marketing economist well known in radio and television circles.

In a Wednesday session on new developments in advertising research, Fred B. Manchee, executive vice president and treasurer of BBDO and chairman of Advertising Research Foundation, covered five major research areas—market, motivation, copy, media, and "pay-off"—and also called attention to pilot studies in a pending project dealing with human behavior in arriving at decisions to buy products, which he said showed such "interesting results" as:

"More than twice as many people regarded a television set as a necessity than regarded it as a luxury. Opinions regarding whether television sets were expensive or inexpensive split about evenly. About three times as many of the people interviewed said that there were many differences among various brands as against those who said they did not think there were any important differences. About twice as many people said that many facts were required before making a purchase, as against the number who said that they didn't need any facts; and six times as many people said that family opinion was important as said that family opinion was unimportant . . ."

Mr. Manchee also stressed the need for more media research studies, outlined ARF's activities in various research fields, and reiterated that the ARF Radio-Tv Committee hopes the industry will provide money to enable it to conduct a series of controlled experiments in which each of the various radio-tv rating methods may be observed in action.

William A. Hart, new president of ARF, introduced the research session which also included a report by Sherwood Dodge, vice president of Foote, Cone & Belding, on the work of his ARF committee on printed advertising rating methods.

Advertising Council President Repplier, speaking at the closing luncheon Wednesday, reviewed his recent six-month round-the-world study of the "idea war." He said the USIA program is improved but not perfect. "We have made our mistakes and have learned from them. I do feel we have stopped floundering and have begun to get our feet on the ground in a field that was frighteningly new and strange." He said that Ted Streibert, former Mutual board chairman, and Abbott Washburn, formerly of General Mills, who now head the USIA operation, have "performed feats that make the labors of Hercules look like featherbedding" and have "formed the nucleus of a good organization."

Mr. Repplier said that he also would "like to see a new private organization formed to aid in the idea war," to "quietly enlist in the information program the non-government groups which give America much of its strength." But "most important of all," he said, "we must supply the USIA with tools adequate for the job," budgeting not $80 million for the idea war but "at least $200 million."

Advertising and Marketing

Robert C. Myers, director of market development for U. S. Steel Corp., showed how advertising—including *Steel Hour* on CBS-TV and open-end commercials which the company makes available for local tv sponsorship—fits into the marketing picture. President James E. Robison and associates of Indian Head Mills pictured their company's use of advertising and said that, additionally, the campaign for their textile products gets "a substantial amount of publicity" including live tv shows in conjunction with Singer Sewing Machine, 150 tv stations' use of a five-minute film run "editorially," and a disc jockey contest conducted by the company in 100 markets for three weeks.

Ford Motor Co.'s "coordinated program of product development, manufacturing, sales, and advertising in action" was presented by T. J. O'Neil, Ford's executive director of sales and advertising. The annual meeting opened with a morning session, on "Making Your Advertising More Productive in Today's Business Climate," which included two closed presentations. One was by *Fortune* magazine and pointed up that business management in recent years has reversed the long trend of advertising less when sales are down. The other was a dramatized presentation by the ANA board to show members the functions and services provided by ANA.

The advertisers were told by Albert W. Frey, professor of marketing at Dartmouth U.'s Amos Tuck School of Business Administration, that a company's advertising budget cannot be "determined properly until (1) general management stops considering advertising as a *step*-child and (2) advertising management stops considering it as an *only* child." He stressed the need for careful planning of marketing functions including advertising.

A special workshop session Monday afternoon was devoted to management practices that have proved effective in advertising operations. The panel consisted of W. B. (Pete) Potter, director of advertising, Eastman Kodak Co.; John B. McLaughlin, director of sales and advertising, Kraft Foods Co.; C. S. (Cliff) Samuelson, advertising manager, Grocery Products Div., General Mills; R. G. Holbrook, chairman of the board of Compton Adv. and vice chairman of the AAAA. Mr. Potter, who spoke on "Long-Term Budgeting for Long-Term Marketing Planning," stressed that it is important for an advertising department to provide management with the best available long-term estimates of advertising expenditures. Careful pre-planning of advertising expenditures, he said, enables Eastman Kodak to maintain reasonably-measured advertising support keyed to the company's production schedule.

Mr. McLaughlin described how Kraft Foods coordinates all marketing functions in a manner calculated to generate maximum power. He said Kraft has organized the sales and advertising departments into a single unit—a move designed to "break down the 'iron wall' that often seems to exist between sales and advertising." Accordingly, he said, Kraft has a budget that encompasses advertising, market research, sales promotion and sales expenditures, and funds can be shifted rapidly from one area to another to meet a particular marketing situation.

Mr. Samuelson outlined criteria for evaluating the performance of an agency for a client, including the quality of advertising management in relation to business acumen, alertness to new ideas and stability; advertising leadership; creative ability; technical services and personnel; over-all resources; competitive gains in all areas of responsibilities, and depth and character of replacement personnel.

Mr. Holbrook discussed the ways and means agency management evaluates the job its organization is doing for a client. He said an agency must examine an advertiser's objective and decide the kind of work the account needs and how much work it requires, and then must maintain a check on the progress of an account. In addition to making certain that the quality of work on an account is high, agency management must impress on account executives the need to anticipate future trends, so that the client may "get a jump ahead" of competitors. Agency management, he said, also must guard against such failings as complacency in leadership, internal friction and bogging down in creativity.

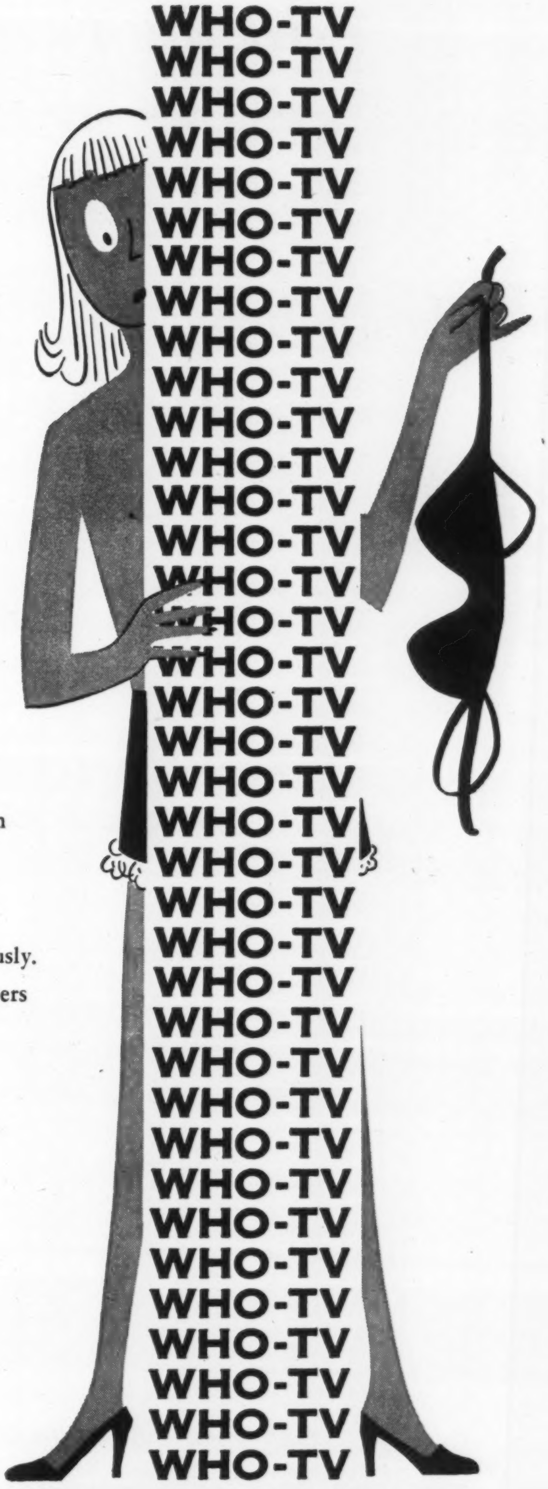
The ANA annual banquet was held Tuesday night, with CBS Radio and CBS-TV presenting a special program emceed by CBS-TV comic Johnny Carson.

The truth will out!

WHEN Dr. Whan made the 1955 Iowa Radio-Television Audience Survey, 74 out of every 100 Iowa homes had television sets.

Since then, the number has continued to grow tremendously. Today we estimate that in Central Iowa, WHO-TV delivers 302,200 television homes, representing over a million people — about half urban, half rural.

WHO-TV serves this great and growing audience in the best WHO tradition. Free & Peters can give you full details.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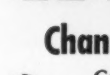
Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC
Affiliate

In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV *has*

1

Basic NBC-TV Network

2

Maximum power—316 K.W.

3

Maximum tower height—1049 ft. above sea level
943 ft. above average terrain . . . more than 100 ft. higher
than any station in this market

4

415,835 TV families in coverage area

5

Channel 8

Ask your Forjoe man for full details about

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in August 1955

1.	Procter & Gamble	$2,861,971
2.	Colgate-Palmolive	1,666,152
3.	Chrysler Corp.	1,497,209
4.	Gillette Co.	1,181,792
5.	R. J. Reynolds Tob.	1,105,262
6.	General Foods	1,082,986
7.	American Tobacco	848,306
8.	Lever Bros.	816,545
9.	American Home Prods	748,907
10.	General Mills	664,566

CIRCLE OF BEST SPENDERS VIRTUALLY INTACT DURING AUGUST

EIGHT of the top 10 tv network advertisers for August of this year also had placed in the listing for August 1954, according to the Publishers Information Bureau's compilation of tv network gross billings.

Comparable figures for network radio gross billings are no longer available. PIB terminated this service following issuance of July figures, saying that "recent changes in the rate and discount structures of the various networks" had affected comparisons between the networks as well as comparisons with past statistics [B•T, Oct. 10].

P. Lorillard Co. and General Electric Co. were replaced in this August's tv listing by Lever Bros. and American Home Products Corp.

Procter & Gamble Co., which consistently spends the most in network tv, compiled an impressive $2,861,971 in gross billing for the month. This was over $800,000 more than its total of August 1954.

Of some 22 categories appearing in the network tv product group breakdown, 13 increased in gross billings. Top gainers were autos (including equipment and accessories), drug and remedies, foods, gasoline, household equipment and supplies, office equipment, radio-tv sets, soaps (cleansers and polishes included) and toiletries and toilet goods.

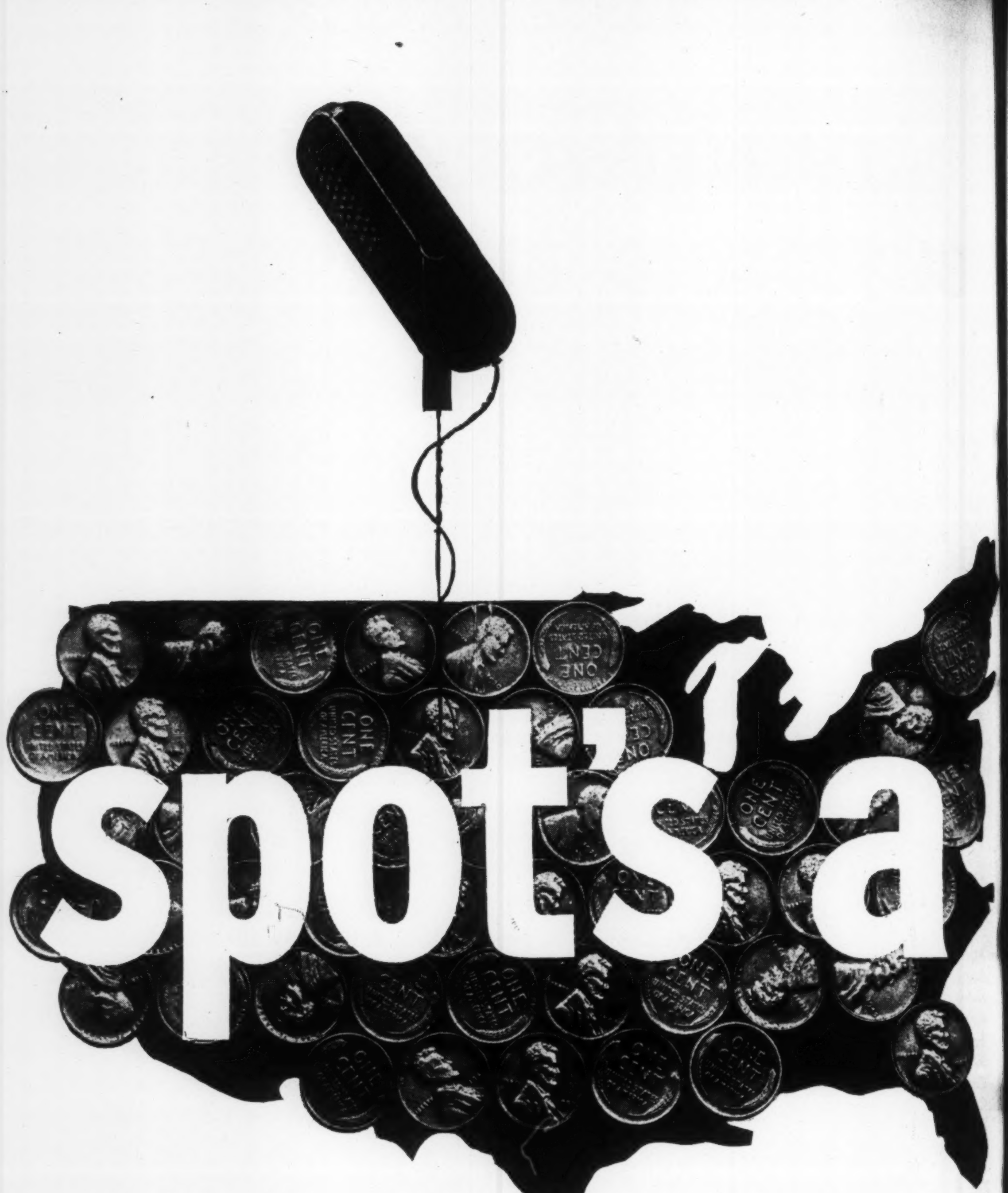
Network tv's gross billings continued their climb upward, totaling $257,517,496 for the January-August period, as compared with last year's eight month total of $196,622,788. The August 1955 figure was nearly $7 million above the gross billing figure for that month last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR AUGUST AND JANUARY-AUGUST 1955, COMPARED TO 1954

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING AUGUST 1955

	August 1955	Jan.-Aug. 1955	August 1954	Jan.-Aug. 1954	LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING AUGUST 1955	
Agriculture & Farming	....	$ 39,690	$ 8,018	$ 91,510		
Apparel, Footwear & Access.	194,028	2,154,709	176,241	1,968,641	Knomark Mfg. Co.	$ 95,265
Automotive, Auto Equip. & Access.	3,357,599	28,167,944	1,933,657	17,614,552	Chrysler Corp.	1,497,209
Aviation, Aviation Equip. & Access.	17,055	76,395	....	....	General Dynamics Corp.	17,055
Beer, Wine & Liquor	618,319	4,924,144	622,133	4,531,509	Joseph Schlitz Brewing	179,652
Building Materials & Supplies	51,420	724,255	27,309	975,461	Johns-Manville Corp.	51,420
Confectionery & Soft Drinks	122,468	4,700,753	239,980	3,797,248	William Wrigley Jr. Co.	55,800
Consumer Services	40,773	793,569	76,220	553,196	Electric Cos. Adv.	40,773
Drugs & Remedies	1,804,937	14,115,452	1,137,254	8,940,968	American Home Prods.	730,044
Entertainment	....	....	7,240	7,240		
Food & Food Products	5,824,156	52,119,864	5,203,210	40,296,679	General Foods Corp.	1,082,986
Gasoline, Lubricants & Other Fuels	399,057	3,095,294	228,298	2,022,256	Gulf Oil Corp.	160,620
Horticulture	....	109,669	....	23,406		
Household Equip. & Supplies	2,378,548	20,049,290	1,810,855	16,517,742	General Electric	433,553
Household Furnishings	28,690	1,660,190	147,659	2,559,674	C. H. Masland & Sons	25,360
Industrial Materials	363,505	4,427,404	408,562	3,853,275	U. S. Steel Corp.	231,775
Insurance	26,600	1,072,490	57,410	1,015,337	Prudential Ins. Co.	26,600
Jewelry, Optical Goods & Cameras	211,818	2,930,424	88,324	1,665,080	Eastman Kodak Co.	205,245
Office Equipment, Stationery & Writing Supplies	415,631	3,790,302	272,165	2,994,471	W. A. Sheaffer Pen Co.	283,287
Publishing & Media	68,396	486,742	7,922	88,400	Crowell-Collier Pub. Co.	26,491
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	422,892	5,581,053	273,713	5,155,710	Philco Corp.	168,035
Retail Stores & Direct by Mail	....	10,392	....	42,345		
Smoking Materials	3,202,819	27,337,947	3,559,233	27,827,077	R. J. Reynolds Tobacco	1,105,262
Soap, Cleansers & Polishes	3,848,724	28,664,047	2,798,209	22,057,039	Procter & Gamble Co.	2,346,364
Sporting Goods & Toys	....	45,927	....	42,502		
Toiletries & Toilet Goods	6,856,377	48,302,363	4,366,977	29,537,877	Colgate-Palmolive Co.	1,198,625
Travel, Hotels & Resorts	40,350	340,500	56,970	694,400	Pan Am. World Airways	40,350
Miscellaneous	50,786	1,796,687	157,392	1,749,193	General Conference of Seventh Day Adventists	28,605
TOTALS	$30,344,948	$257,517,496	$23,664,931	$196,622,788		

Source: Publisher's Information Bureau



Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 Park Avenue
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

buy

nd we can tell you why

you really want more business and will tell us a few sic facts about your sales policy, distribution, d sales objectives, we will research your industry, mpetitive sales strategy and media patterns. If r study shows promise of greater impact, economy and ESULTS through Spot Radio, we will submit campaign as and budgets. You then decide for yourself.

Product and media research is one of the many rvices we offer to advertisers and their agencies. ease call or write us today.

EAST, SOUTHEAST

WBZ+WBZA	Boston+Springfield	51,000
WGR	Buffalo	5,000
WWJ	Detroit	5,000
KYW	Philadelphia	50,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000

. . . .

WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000

. . . .

KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Boise	5,000
KVOD	Denver	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

NEW VIEWING DATA OFFERED BY ABC-TV

President Kintner tells ANA about a Detroit pilot study showing viewing preferences.

SOME NEW RESEARCH on the viewing habits and inclinations of the people who make up the television audience was presented to the Assn. of National Advertisers last week by ABC President Robert E. Kintner (also see story page 29).

He said ABC had financed a pilot study in the Detroit area in order to gather information for the ANA meeting and, although "it only suggests clues," summarized its highlights as follows:

"1. We found the dominance of the housewife in nighttime tv viewing is considerably greater than the male; 28% greater with regard to overall activity and 46% with regard to general interest. Peculiarly enough, this was not necessarily traced to our living in a matriarchal society but rather to the absence of the spouse. I can only presume that in Detroit the boys either work harder or play harder.

"2. There is frequently more unanimity of appeal within the household of lower-rated programs than for most programs appearing in the top 10 in terms of total homes delivered. I suppose that this may be traced to the fact that the leading programs become more controversial, presumably developing strong dislikes as well as likes which tend to fragmentize the audience within the household.

"3. It appears that the housewife asserts herself to a greater extent in the selection of a tv program when there is general drama available or a situation comedy. As for mysteries, the housewife appears to have about the same interest level as her husband. Naturally, as you would expect, when sports events are on, the husband asserts his dominance, but what surprised me is that he exercises it also for certain types of motion pictures. I can only guess that the same factors which keep men away from home in Detroit must affect their choice of feature films on tv. Incidentally, the husband frequently reports, especially on weeknights, that he would like to watch programs other than those chosen by his family, so presumably the presence of a second television set in the home will increase the male viewing activity.

"4. The most important point that this pilot survey showed was that there were approximately half as many family members not watching tv as were watching during prime evening hours. Of there non-viewers, almost as many were in the home as were out of the home. This indicates, of course, that there is still a sizeable reservoir of potential viewers at home in peak-viewing hours which better programming would attract to the set.

"5. The old axiom of radio that habit plays a strong role in listening activity is certainly indicated by this study. The study shows that good programs, regularly slotted, are very hard to beat. Consequently, if you are considering a special one-time show in television it probably will get good results only in particularly soft time periods in the regular program schedule. Moreover, it is evident that if special shows are scheduled during strong weekly programming time periods, they reduce to a considerable degree the unanimity of audience appeal in the household. This, of course, results in reducing viewers per set to the average special show."

ADVERTISERS NAME EBEL NEW CHAIRMAN

EDWIN W. EBEL, General Foods vice president in charge of marketing, was elected chairman of the Assn. of National Advertisers at the 46th ANA meeting at New York's Plaza Hotel.

George E. Mosley, vice president in charge of advertising and sales promotion for Seagram-Distillers Co., was elected vice chairman and seven others were named or re-elected to the board of directors. Paul B. West was re-elected president, a post he has held since it was created in 1935.

Mr. Ebel, who was with the Calkins & Holden, Tracey Lock Dawson and Pedlar & Ryan agencies before he joined General Foods in 1948, succeeeds Johnson & Johnson Vice President Edward G. Gerbic in the ANA chairmanship. Mr. Gerbic continues on the 18-man board for 1955-56.

The following were elected to three-year terms on the board: David F. Beard, general director of advertising, Reynolds Metals Co.; Donald S. Frost, vice president in charge of advertising, Bristol-Myers Products Div., Bristol-Myers Co., and Henry M. Kennedy, director of advertising and public relations, Prudential Insurance Co. of America. Re-elected for three-year terms were Henry Schachte, vice president of Lever Bros., and Howard A. Marple, director of public relations for Monsanto Chemical Co. Others re-elected to the board, for two and one-year terms respectively, were Ralph H. Harrington, advertising director of General Tire & Rubber Co., and Ben H. Wel vice president of Seven-Up Co.

ANA-AAAA Plan Effort To Stress Marketing

IMPORTANCE of "integrated and creative" marketing in moving products and answering fears of over-production and unemployment is stressed in a new joint program of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, unveiled last week at the ANA meeting in New York (story page 29).

The case for greater attention to marketing is dramatized in a motion picture, "Challenge to America," which was shown for the first time at the meeting and is intended for use by companies throughout the country. The film was produced under the auspices of the Committee on Understanding of Our Economic System, jointly sponsored by ANA and AAAA and headed by William C. McKeehan Jr., vice president of J. Walter Thompson Co., New York. "Challenge to America" was produced for the committee by Wilding Picture Productions, based on material developed by JWT. The agency contribution was supervised by Stanley Resor, chairman of the JWT board, and included research and creative work by Arno Johnson, Dr. Vergil Reed, Dr. Herbert Fischer and Walter Lord.

Numerous industry groups, including radio and television, have signified interest in assisting in the "Challenge to America" program, ANA-AAAA spokesmen reported, saying it will be a continuing and long-range program. It is the third to be sponsored by the joint committee since its formation in 1947.

FARM TV SETS

WEST VIRGINIA

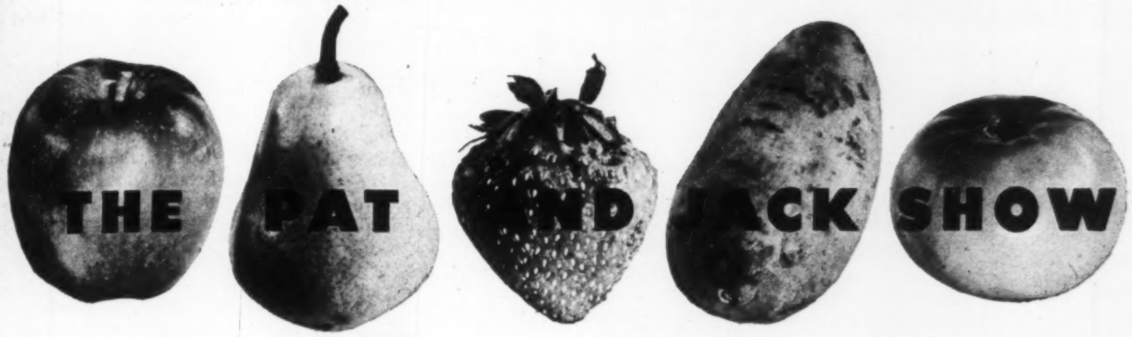
These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

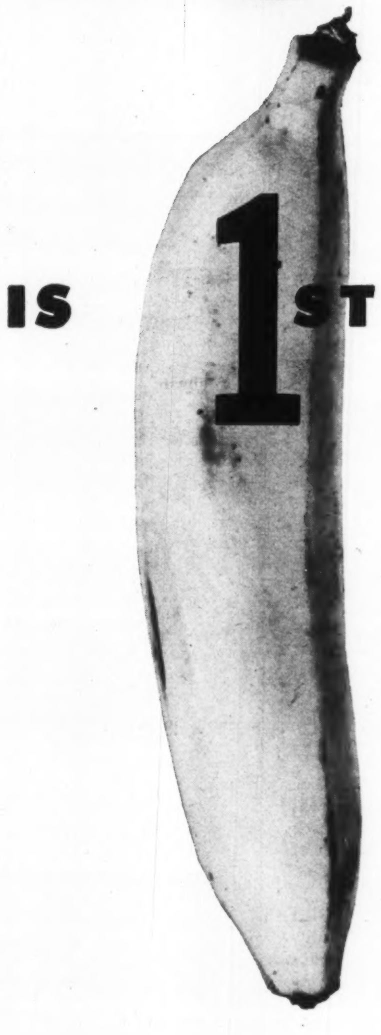
	Total Farms	Farms With Tv	% Tv Farms
WEST VIRGINIA			
Barbour	1,561	287	18.4
Berkeley	1,131	671	59.3
Boone	610	200	32.8
Braxton	1,773	213	12.0
Brooke	320	210	65.6
Cabell	1,643	910	55.4
Calhoun	1,258	182	14.5
Clay	849	175	20.6
Doddridge	944	122	12.9
Fayette	1,675	395	23.6
Gilmar	1,106	160	14.5
Grant	777	135	17.4
Greenbrier	2,172	535	24.6
Hampshire	1,135	278	24.5
Hancock	248	192	77.4
Hardy	1,006	186	18.5
Harrison	1,712	392	22.9
Jackson	1,751	798	45.6
Jefferson	615	435	70.7
Kanawha	1,735	741	42.7
Lewis	1,345	183	13.6
Lincoln	1,726	580	33.6
Logan	625	190	30.4
McDowell	931	136	14.6
Marion	1,379	501	36.3
Marshall	1,311	608	46.4
Mason	1,648	637	38.7
Mercer	2,235	816	36.5
Mineral	630	185	29.4
Mingo	881	272	30.9
Monongalia	1,593	744	46.7
Monroe	1,772	481	27.1
Morgan	459	207	45.1
Nicholas	1,616	426	26.4
Ohio	479	400	83.5
Pendleton	1,322	149	11.3
Pleasants	392	105	26.8
Pocahontas	1,061	147	13.9
Preston	2,060	642	31.2
Putnam	1,537	738	48.0
Raleigh	2,038	638	31.3
Randolph	1,383	229	16.6
Ritchie	1,228	222	18.1
Roane	1,904	489	25.7
Summers	1,427	202	14.2
Taylor	764	212	27.7
Tucker	542	78	14.4
Tyler	763	185	24.2
Upshur	1,648	191	11.6
Wayne	2,292	872	38.0
Webster	959	195	20.3
Wetzel	1,214	322	26.5
Wirt	604	80	13.2
Wood	1,698	506	29.8
Wyoming	1,096	222	20.3
TOTAL	68,583	20,007	29.2

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955
(N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).	
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

Of all the food merchandising programs in Philadelphia...





Every major station in Philadelphia has a food merchandising program. According to Pulse*, the WPEN entry—The Pat & Jack Show—leads all the rest, including the 50,000 watt "giants" of the networks.

The cost per participation in The Pat & Jack Show is lower than any of the other food merchandising programs. Again, WPEN delivers the highest rating and the lowest cost per thousand.

Furthermore, there is a GUARANTEED merchandising program throughout the Penn Fruit Company chain of supermarkets available to all participants at no extra charge.

PAT AND JACK
Monday thru Saturday
9:05 – 10:00 A.M.

Represented Nationally by Gill-Perna, Inc.

*Pulse July-August '55

WPEN
Philadelphia

Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET

1. TOP COVERAGE
☑ WTVD
now 280,540 sets

2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC

WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.

"Do you think
it's here
to stay?"
BROADCASTING
TELECASTING
1956
BROADCASTING
YEARBOOK
MARKETBOOK
"Naw—
it's here to
be used."

The 22nd consecutive issue of B•T's Yearbook (the one with the red cover, the one nobody in radio can afford to be caught looking without) goes to press December 1. See page 64 for money-back guarantee.

17 New England Stations Sell $110,000 Package to Carling

CAPITALIZING on enthusiastic interest by fans in the activities of the Boston Bruins hockey team and the Boston Celtics basketball team, WHDH Boston has arranged for the coverage of 100 games this fall on a 17-station New England lineup under the sponsorship of the Carling Brewing Co. Total cost of the commercial package is estimated at $110,000.

The idea for the extensive sports coverage originated with Bill McGrath, manager of WHDH, and Al Tanger, commercial manager, after they learned that the Bruins were attracting sell-out audiences and the Celtics were enjoying widespread, pre-season interest. Mr. McGrath reports that he decided to convert this interest into a commercial package, particularly in view of the limited telecasting of Boston sports events.

After working out a broadcast schedule satisfactory to both the Bruins and Celtics managements, Messrs. Tanger and McGrath offered 16 other stations the same schedule and received their approval. These stations are in key distribution points for the Carling Brewing Co. The proposal subsequently was laid before Carling, which accepted.

With WHDH serving as the key station in this "backyard network," other stations which have been carrying the sports schedule for the past three weeks are: WEIM Fitchburg, WAAB Worcester, WALE Fall River, all Mass.; WFAU Augusta, WCOU Lewiston, WPOR Portland, all Me.; WMOU Berlin, WTSV Claremont, WKXL Concord, WKBR Manchester, all N. H.; WTSA Brattleboro, WDOT Burlington, WIKE Newport, WSYB Rutland, WTWN St. Johnsbury, all Vt.

Harold Cabot Agency, Boston, handles the Carling account.

Adv. Research Foundation Conference Opens Thursday

AN UNEXPECTED number of advance registrations to the Advertising Research Foundation's first annual conference to be held Thursday at the Hotel Ambassador in New York brought the figure to 275 last week.

Luncheon speakers will be William A. Hart, newly-elected president of ARF, and Robert F. Elder, executive vice president of Plax Corp. and a marketing economist. Mr. Elder will speak on "Can We Make Advertising Research Pay Its Way?" Fred B. Manchee, chairman of the ARF board and executive vice president and treasurer, BBDO, will preside.

Featured in the afternoon will be a discussion of the printed advertising rating methods study that is nearing completion, and an advance look at a proposed study of consumer buying decisions.

Purex Corp. Names FC&B

PUREX Corp., South Gate, Calif., bleach and detergent maker which last month signed as co-sponsor of NBC-TV's $100,000 jackpot show, *The Big Surprise,* has named Foote, Cone & Belding, Los Angeles, as agency for its liquid bleach.

Purex formerly spent $1 million annually in newspaper advertising but to date this year has not announced any budget for that medium. Its budget for the NBC-TV show, which it shares with Speidel watch bands, hits $2 million. Purex account is split two-thirds to FC&B and one-third to Weiss & Geller, Los Angeles, which handled the NBC-TV buy.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 8 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 15, 22 and 29).

Nov. 10 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also Nov. 24).

Nov. 12 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 19, 26).

Nov. 19 (9:30-11 p.m.) *Ford Star Jubilee,* "Caine Mutiny Court Martial," Ford Motor Co. through J. Walter Thompson Co.

Nov, 21 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson (also Nov. 28).

NBC-TV

Nov. 7-11 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Nov. 14-18, 21-25, 28-30).

Nov. 8 (11 a.m-noon) *Home,* fashion show colorcast, 11:30-noon, participating sponsors.

Nov. 8 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Nov. 29).

Nov. 9 (7-8:55 a.m.) *Today,* insert from Wright Air Research & Development Center, participating sponsors.

Nov. 9 (11 a.m.-noon) *Home,* insert from Wright Air Rersearch & Development Center, participating sponsors.

Nov. 10-11 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 16-18, 21-23, 25 and 28).

Nov. 14 (8-9:30 p.m.) *Producers Showcase,* "Dateline II," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Nov. 15 (11 a.m.-noon) *Home,* showing of decorating & nature in miniature at 11:30-noon, participating sponsors.

Nov. 20 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Devil's Disciple," Hallmark cards through Foote, Cone & Belding.

Nov. 22 (11 a.m.-noon) *Home,* preview of Christmas toys and Christmas party at 11:30-noon, participating sponsors.

Nov. 23 (7-8:55 a.m.) *Today,* insert from Independence National Park, Philadelphia, partcipating sponsors.

Nov. 26 (1:15-4 p.m.) *NCAA Football,* Army vs. Navy, participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

AROUND FARGO,

IT'S WDAY-TV

BY A COUNTRY MILE!

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

FARGO-MOORHEAD Hoopers prove that WDAY-TV outruns all television competition, by a comfortable country mile. *Day and night, WDAY-TV gets 5 to 6 times as many Metropolitan Fargo viewers as the next station!*

Look at the TV sets-in-use—*65% at night!*

With the next nearest stations 50, 185 and 200 miles away, you can be sure WDAY-TV is amazingly popular *throughout* the heavily-saturated Red River Valley. Let Free & Peters give you the whole story — *it's really something!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC., *Exclusive National Representatives*

NATIONAL TV POLL PROPOSED BY ARB

Bureau presents $1.2 million plan whereby 500,000 personal interviews, covering every county in U. S., will give industry complete coverage data, frequency of listening and set count.

PROPOSAL for a nationwide tv set count and station coverage study, comprising some 500,000 personal interviews and costing an estimated $1.2 million, has been made to the tv networks and to leading advertising agencies by American Research Bureau.

With a true probability sample of 500,000 personal interviews, so distributed as to include every county in the country, ARB feels acceptance of its proposal would provide the industry with accurate and fully projectable coverage data by station reception and frequency of viewing, plus a set count, an ARB spokesman said.

Before presenting the proposal, the spokesman told B•T, "ARB executives actually went into the field to test the interviewing approach being suggested. In Colorado they worked in three completely rural counties high in the mountains. In Alabama they tested in Jefferson County, which contains urban Birmingham as well as outlying bucolic districts where the educational level is low and the interviewing techniques particularly difficult to apply. The lessons learned from these field tests make it obvious that anything less than a complete interviewing technique is a compromise that is bound to reflect itself statistically in the end results."

Because the ARB proposed study would rely "only on personal interviews to gather the data, there would be no correction factors or other adjustments that would tend to negate the accuracy and projectability of the findings," he said.

It is estimated that the proposed ARB survey would devote six months to sampling, four months to interviewing, three months to tabulation and one month to copy preparation, or overall from 10 to 12 months (the schedules would overlap appreciably).

A. C. Nielsen Co. has already announced that it will conduct a second Nielsen Coverage Study of radio and tv set ownership and station coverage early next year, similar to the first such survey made in 1952 [B•T, Oct. 17].

LATEST RATINGS

ARB

Top 10 Tv Programs

Oct. 8-14

		Rating
1.	$64,000 Question (CBS)	60.0
2.	I Love Lucy (CBS)	44.8
3.	Your Hit Parade (NBC)	43.5
4.	George Gobel (NBC)	41.4
5.	Ed Sullivan (CBS)	39.8
6.	Climax (CBS)	39.3
7.	You Bet Your Life (NBC)	37.6
8.	I've Got A Secret (CBS)	36.4
9.	Disneyland (ABC)	35.6
10.	Honeymooners—Jackie Gleason (CBS)	34.2

		Viewers (000)
1.	$64,000 Question (CBS)	49,340
2.	I Love Lucy (CBS)	39,590
3.	Ed Sullivan (CBS)	39,360
4.	Disneyland (ABC)	35,890
5.	George Gobel (NBC)	34,010
6.	Your Hit Parade (NBC)	33,310
7.	Honeymooners—Jackie Gleason (CBS)	30,830
8.	You Bet Your Life (NBC)	29,450
9.	I've Got A Secret (CBS)	29,170
10.	Climax (CBS)	27,900

Copyright 1955 American Research Bureau

NIELSEN

Top 10 Television Programs

Two Weeks Ending October 8, 1955

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	64,000 Dollar Question (CBS)	18,694
2	World Series-1955-Sun. (NBC)	18,631
3	World Series-1955-Sat. (NBC)	16,107
4	Ed Sullivan Show (CBS)	15,571
5	I Love Lucy-Gen. Foods (CBS)	14,260
6	Chevy Show (NBC)	13,543
7	Milton Berle Show (NBC)	13,017
8	World Series-1955-Weekday (NBC)	12,919
9	George Gobel Show (NBC)	12,832
10	Disneyland (ABC)	12,585

Per Cent of Tv Homes Reached

Program Station Basis

Rank	Program	Homes %
1	64,000 Dollar Question (CBS)	58.2
2	World Series-1955-Sun. (NBC)	56.1
3	Ed Sullivan Show (CBS)	48.6
4	World Series-1955-Sat. (NBC)	48.5
5	I Love Lucy-Gen. Foods (CBS)	46.3
6	Chevy Show (NBC)	44.8
7	Milton Berle Show (NBC)	40.5
8	Disneyland (ABC)	40.4
9	George Gobel Show (NBC)	39.8
10	Climax (CBS)	39.5

Copyright 1955 by A. C. Nielsen Co.

Benton & Bowles Names Rich, Kiebler V. P.'s

LEE RICH and Milton L. Kiebler, associate media directors, Benton & Bowles, N. Y., were elected vice presidents of the agency, effective last Tuesday, by the board of directors.

Mr. Rich has been with the agency for the past four years and is associate media director on the Procter & Gamble account. Mr. Kiebler has been with the agency 18 years and is associate media director on the Diversified Products Group.

MR. RICH

MR. KIEBLER

Ruppert Gets Giant Rights

JACOB RUPPERT Inc. (Knickerbocker beer), New York, last week signed a four-year contract to sponsor radio and television coverage of New York Giants baseball club. Cost of the entire package was estimated at some $5 million, covering rights to the club, station time and production costs over the four-year period. Home games of the Giants will be telecast on WPIX (TV) New York with both home and road games broadcast on WMCA New York. Russ Hodges and Bob Delaney will continue as play-by-play announcers. The agency for Ruppert is Biow-Beirn-Toigo, New York.

For eight years the Giant broadcasts and telecasts had been sponsored by Liggett & Myers Tobacco Co. which reportedly decided not to renew its option.

Burnett Co. Announces Key Personnel Changes

TOP-LEVEL appointments of Lester M. Malitz as vice president and supervisor of the newly-acquired Pabst Blue Ribbon beer account and of Leonard S. Matthews as vice president in charge of media highlighted key changes announced last week by Leo Burnett Co., Chicago-headquartered agency.

Mr. Malitz joined the Burnett agency Nov. 1 after 19 years at Warwick & Legler Inc., New York, most recently as vice president and director. He had been associated with the Pabst account there since 1942 and joined the agency as media director in 1936. Previously Mr. Malitz had been with Ruthrauff & Ryan, New York, where he started his advertising career in 1923. Pabst Brewing Co. reassigned the Pabst Blue Ribbon beer account to Burnett last month [AT DEADLINE, Oct. 10].

Mr. Matthews joined Leo Burnett Co. in 1948, serving as space buyer, chief timebuyer, account executive and finally account supervisor. He assumes a post vacated by the departure of Art Porter and filled temporarily by Dr. Seymour Banks as acting department manager. Dr. Banks becomes manager of media planning and research.

In a further realignment Thomas A. Wright Jr., who held sales and sales research positions at NBC New York, was appointed a media group supervisor and Kenneth B. Fleming Jr., media group supervisor, assumes new responsibilities as senior media group supervisor.

Proper Use of Research Stressed at N. Y. Seminar

PROPER application of research in buying and selling time was stressed last Tuesday by Anne Wright, supervising timebuyer, J. Walter Thompson Co., speaking at the timebuying and selling seminar of the Radio & Television Executives Society in New York.

First, however, the buyer must be well-informed as to the objectives of a campaign, she pointed out, and then should decide what type of radio-tv is most suitable. After weighing these factors, the next step is to turn to available research, she said. Miss Wright added a warning that buyers should be "aware of the margin of error which all research companies admit to."

Robert Hoffman, director of planning and development at WOR-AM-TV New York, who shared the platform with Miss Wright, warned that ratings, "which all too often are the basis for buying and selling, don't tell enough." The "abnormal use of ratings," he said, "makes for slide rule slaves."

In his talk, Mr. Hoffman outlined what, he said, ratings "cannot tell us."

He said that ratings alone do not tell the whole story to the buyer of time. Such factors as the number of listeners per set, composition and/or turnover of the audience can enter the picture. In many cases, he noted, the average quarter-hour rating may be more important than the total rating of a given program when it is a spot carrier. The question of whether the client aims for the same people in his time placement or for different people should be taken into consideration, he said.

Bates Elects Grey, Redmond

EDWARD A. GREY, associate media director, and Louis Redmond, a copy group supervisor, elected vice presidents, Ted Bates & Co., New York. Mr. Grey joined the agency from Biow-Beirn-Toigo last January. Mr. Redmond has been with the firm for two years.

Compare the circulation and cost per thousand...

and you'll find that **radio** gives you twice the impact of newspapers in these markets. **Try it!**

We think you will agree that merchandising in all fields will become more and more important to maximize radio advertising effectiveness. That is why we, together with our radio stations, have studied and drafted a plan to help you merchandise your schedule on all Hollingbery stations. We call it the . . . Hollingbery Four-Point Plan.

Call your Hollingbery man for details—

George P. Hollingbery Co.

***Offices:* New York • Chicago • San Francisco • Los Angeles • Atlanta**

Representing:

EAST	
WADC	Akron
WABI	Bangor
WBCM	Bay City
WINR	Binghamton
WMGM	New York City
WHIO	Dayton
WHAM	Rochester
WARM	Scranton
WSPR	Springfield, Mass.
SOUTH	
WQXI	Atlanta
WGPC	Albany, Ga.
WJBO	Baton Rouge
WTMA	Charleston
WRBL	Columbus
WBIG	Greensboro
WJDX	Jackson, Miss.
KGHI	Little Rock
WLVA	Lynchburg
WIOD	Miami
WSIX	Nashville
WSPA	Spartanburg
MIDDLEWEST	
WGN	Chicago
KVOR	Colorado Springs
WEBC	Duluth
WEAU	Eau Claire
WJPS	Evansville
WISC	Madison
WQUA	Moline
KSCJ	Sioux City
KWBB	Wichita
Arrow Head Network	
WEST	
KTSM	El Paso
KPOA	Honolulu
KROY	Sacramento
KUTA	Salt Lake City
KERO	Bakersfield
KYNO	Fresno
KITO	San Bernardino
KIST	Santa Barbara
KSTN	Stockton

Follow the leader

DAVE
A
balet

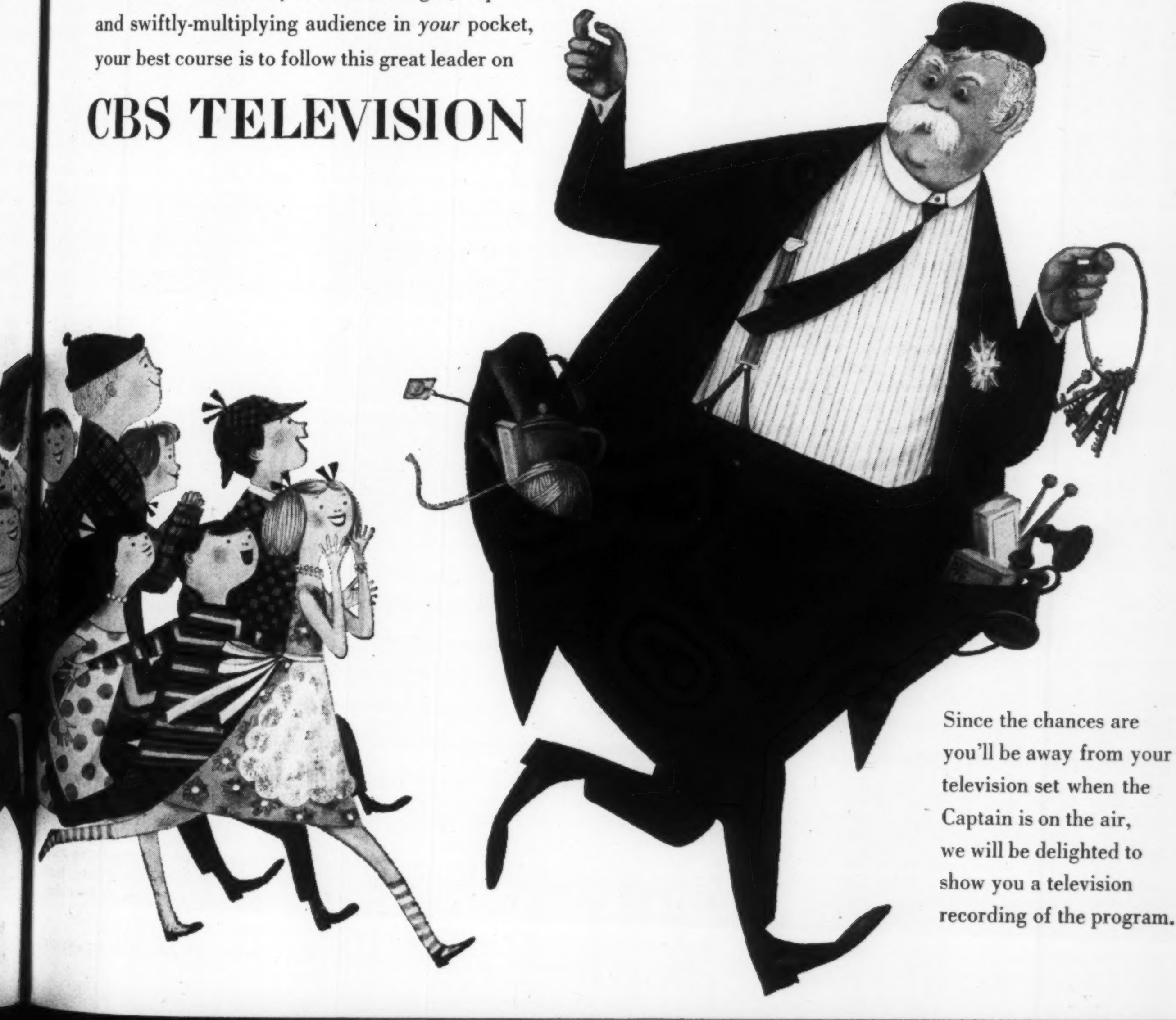
A new television program named *Captain Kangaroo* is leading the small fry of America each morning into their own world of fantasy and delight and holding them completely enthralled for an hour.

After only a few weeks on the air, we flatly predict that this remarkable hour of children's entertainment will soon lead all competition between 8 and 9 a.m. Its opening performances won rave notices from the critics—"a smasheroo," "a durable gem of a kidoodler," "an extraordinary session for pre-schoolers that is fit fodder for humanity of all sizes."

In fact everybody is crazy about *Captain Kangaroo:* parents, parent-teacher associations—and above all the children themselves. To them he is the Pied Piper of modern times.

As an advertiser you cannot afford to overlook this genial showman whose pockets bulge with everything that children love. If you want his eager, acquisitive and swiftly-multiplying audience in *your* pocket, your best course is to follow this great leader on

CBS TELEVISION



Since the chances are you'll be away from your television set when the Captain is on the air, we will be delighted to show you a television recording of the program.

Kennedy, Walker, Wooten Open Los Angeles Agency

FORMATION of Kennedy, Walker & Wooten, Los Angeles, advertising-public relations-publicity firm, has been announced by the the principals, Earl Kennedy, William Walker and Eugene Wooten. The office will be located at 8743 Sunset Blvd., Los Angeles 46; telephone is Crestview 6-8777.

Mr. Kennedy, with Young & Rubicam for eight years and with Maxon Inc. for five years, will specialize in radio-tv for the new firm.

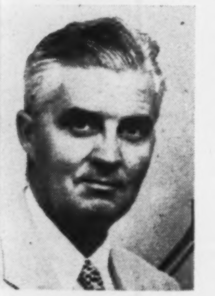
Mr. Walker, who will head the KW&W media department, served as account executive with Kenyon & Eckhardt (four years) and Grant Adv. (three years). He is a specialist in the merchandising and marketing fields.

Mr. Wooten will head up the new firm's public relations department. He has a background of seven years of public relations with major film studios in Hollywood and was formerly director of public relations for Cinecolor Corp. of California and Cinecolor Ltd., England. Prior to becoming a partner in KW&W, he was vice president of Publiscope, public relations firm.

NEW PARTNERS discuss plans in their Los Angeles office. L to r: Messrs. Kennedy, Walker and Wooten.

Coleman Takes Account To Wade Adv. Agency Inc.

IN a major personnel and account expansion at Wade Adv. Agency Inc., Los Angeles, Robert E. Dwyer, executive vice president, has announced the appointment of Jerry Coleman, associate in Welsh-Hollander & Coleman Adv., Los Angeles, as account executive.



MR. COLEMAN

Mr. Coleman, who served for eight years as advertising manager of the White King Soap Co., brings to Wade the Paper Products Co. account (household paper supplies) a heavy radio-tv user. Mr. Dwyer said that further announcement will be made concerning other accounts serviced by Mr. Coleman.

Also announced were the appointments of Charles Norman Gumberg as copy chief and Ed Sterling as assistant radio-tv director. Mr. Gumberg, formerly copy chief at Mottl & Siteman, Beverly Hills agency, joins Wade today (Monday). Mr. Sterling was formerly CBS staff director in Hollywood

Two more personnel additions are to be announced.

Times Square Plug

ADMIRAL Corp., sponsor of Bishop Fulton J. Sheen's *Life Is Worth Living* (ABC-TV, Thurs., 8-8:30 p.m. EST; ABC Radio, Tues., 8:30-9 p.m. EST), is going to make full use of its Times Square sign on Broadway at 47th st., New York. The 50x50 foot illuminated display, currently carrying sales messages for the various Admiral products, will henceforth carry bulletins listing the times and topics of the Bishop's talks. Agency for Admiral is Russel M. Seeds Co., Chicago.

Further Delay Looms In Antitrust Suit

A DELAY of two or three years before the government's antitrust suit against advertising, newspaper and magazine associations, comes to trial was indicated last week, as the American Newspaper Publishers Assn. filed in Federal District Court in New York for dismissal of the complaint.

The suit charges ANPA and others with violations of the Sherman Antitrust Act. ANPA in its brief denied that it had engaged in a conspiracy in restraint of trade (or that it had authorized anyone to do so) and that it had a right to gather and disseminate among its members credit information about advertisers placing, or seeking to place, their business in newspapers. Also filing an answer to the Dept. of Justice suit was the Publishers Assn. of New York City which generally denied the allegations.

Federal Judge William R. Herlands, who indicated the extent of the delay he expected before the suit is tried, gave an additional 90 days to four other groups—including the American Assn. of Advertising Agencies—to file answers to the government suit.

Sarnoff Pinpoints Purpose Of AFA's Advertising Week

THE PURPOSE of the Advertising Federation of America sponsored National Advertising Week, according to Robert W. Sarnoff, executive vice president of NBC, is *not* to advertise advertising or to try to create some kind of phony idea that advertising people are geniuses or supermen . . . but that advertising raises the standards of living . . . makes shopping easier . . . gives you better goods for less money . . . and makes jobs more secure."

Mr. Sarnoff made these remarks in announcing the slogan of the 1956 advertising week—"Advertised brands—your guarantee of quality"—to be held nationally Feb. 19-25 throughout the nation.

Mr. Sarnoff also reported that the task force agency—Foote, Cone & Belding, under radio-tv Vice President Roger Pryor, is continuing work on advertising week material for use by advertising clubs in all media.

Rauch, Woods Named V.P.'s By Young & Rubicam

HARRY RAUCH, manager of the radio-tv publicity department, and Henry F. Woods Jr., manager of the general publicity department, Young & Rubicam, New York, have been elected vice presidents of the agency, Sigurd S. Larmon, president, announced last week.

Mr. Rauch has been with the agency for the past 11 years and Mr. Woods for the past 10.

Besosa, Quinn Elected Nielsen Vice Presidents

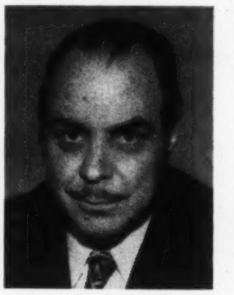
CHARLES W. BESOSA and William H. Quinn, formerly account executives of A. C. Nielsen Co., have been elected vice presidents in the company's radio-tv division, it was announced last week by the firm's board of directors.

Both appointees have been with Nielsen's radio-tv division for 10 years. Mr. Besosa joined Nielsen in 1937 and Mr. Quinn in 1942.

MR. QUINN MR. BESOSA

Cuff to Head Allied Stores Radio-Television Activities

SAMUEL H. CUFF, since 1947 a radio and television consultant for Allied Stores and other organizations, has been appointed director of radio and television activities for Allied Stores. In this position, he will devote his entire time to Allied's broadcast operations. He will make his headquarters at Allied's New York City offices at 401 Fifth Ave.



MR. CUFF

A&A PEOPLE

Robert J. Fitzpatrick and **Wilfred L. Copping**, public relations and copy departments, respectively, Albert Frank-Guenther Law agency, N. Y., elected vice presidents. **Richard E. Cruikshank,** resident in firm's S.F. office, also elected vice president.

Stewart L. Fritche account executive, Robert Otto & Co., N. Y., appointed vice president. He has been with firm since December 1951.

John E. Brady, radio-tv coordinator, General Foods Corp., White Plains, N. Y., appointed director of advertising services in company's corporate marketing department. **Robert A. Winston,** General Foods public relations department, named manager of corporate public relations.

Philip Harney, merchandising director, Jackson, Haerr, Peterson & Hall, Peoria, Ill., elected to agency board of directors.

Michael V. McCarthy Jr., writer at Geoffrey Wade Adv. Inc., Chicago, appointed radio-tv director, Erwin, Wasey & Co. Ltd., same city.

Fred G. Robbe, promoted to advertising manager, P. Lorillard Co. (Old Gold and Kent cigarettes). Mr. Robbe has been with firm since 1950 as assistant director of advertising.

a new family favorite

JOHNNY .44! with GENE AUTRY - ROY ROGERS FILMS galloped into every seventh home in the Minneapolis-St. Paul area . . . according to their first ARB ratings.

They join WCCO-TV's AXEL AND HIS DOG in the heart of the Northwest family circle. Nationally recognized as a program with one of the lowest costs-per-thousand-homes available on television, AXEL drew a smashing 22.2 in September ARB—to top all local cumulative ratings for Monday-through-Friday programs! That's a phenomenal 67¢ per thousand viewers.

Both of these sparkling participation programs were part of WCCO-TV's 9 of the top 11 multi-weekly shows measured by September Telepulse. Free & Peters can put your product into Twin City focus.

WCCO-TV

The Other Member Of The Family
Minneapolis—St. Paul

CBS

JOHNNY .44!
AXEL
4

W. S. Shafer, vice president of Armour & Co. (meat packers), Chicago, appointed chief of new advertising-merchandising division on Armour food products.

Charles F. Mikuta, Norge Div., Borg-Warner Corp. (appliances), Chicago, to Russel M. Seeds Co., same city, as account executive.

William J. Griffiths, senior account executive, Carmona & Allen, N. Y., to agency's Hollywood headquarters as general manager.

W. J. Gabriel Jr., William Glazier Adv. Agency, Cleveland, Ohio, named junior partner.

Stephanie Wagner, public relations department, Leo Burnett Co., to Grey Adv., N. Y., as publicity writer on national accounts.

William M. Zeigler Jr., in charge of Ross Roy Inc.'s N. Y. office, to Compton Adv., N. Y., as account executive on Standard Brands' Tender Leaf Tea.

Martha H. O'Leary, director of library, Benton & Bowles, N. Y., to J. Walter Thompson Co., same city, as head of new information center.

Douglas B. Leigh Jr., director in charge of art dept., MacManus, John & Adams, N. Y., to Kudner Agency as an art director on Frigidaire account.

William Bien appointed central region sales manager, headquartering in Chicago, Anheuser-Busch Inc. (Budweiser beer), with supervision of 13 midwestern states.

John W. Harper, Leo Burnett Co., to D'Arcy Adv., Chicago, as chief timebuyer on Standard Oil Co. of Indiana account.

Quincy G. Ryan, vice president, Ruthrauff & Ryan, N. Y., granted year's leave of absence.

Thomas W. Rickey appointed account executive in Mr. Ryan's absence.

Bill Schiffmacher, Edwards Agency, L. A., named art director.

A. Russell Tomkinson, account executive, Horton-Noyes Adv. Co., Providence, R. I., to Hutchins Adv. Co., Rochester, N. Y., in same capacity.

Boyd B. Garrigan, district sales representative, Birds Eye frozen foods, to sales promotion staff, Erwin, Wasey & Co., L. A.

Allen Stuart Brown and **Gordon Donald Hoff,** Needham, Louis & Brorby Adv., Chicago, to John W. Shaw Adv. Inc., that city, as writer and art director, respectively.

Edgar E. Rand, 50, president of International Shoe Co., died of heart attack at National Shoe Fair in Chicago Oct. 26. He also was director of several large subsidiary corporations, including Florsheim Shoe Co., Chicago.

Donald Hockstein, radio-tv supervisor, Foote, Cone & Belding, Chicago, to radio-tv commercial dept. of Tatham-Laird Inc., same city, as writer-producer.

Kenneth C. T. Snyder, director of tv department, Stockton, West, Burkhart Inc., Cincinnati, to radio-tv department of Needham, Louis & Brorby Inc., Chicago, as writer.

Ed. A. Leary, formerly with Fuller & Smith & Ross, Cleveland, on Westinghouse Electric account, to creative staff of Russel M. Seeds Co., Chicago.

Herbert J. Kaselow promoted to account executive at A. C. Nielsen Co., market research organization.

PROTECT GAINS, BROADCASTERS TOLD AT COLORADO SPRINGS NARTB MEETING

Mountain States delegates urge FCC to take control of all types of tv transmission, including community antenna systems. Lower copyright fees sought for radio. Arnoux warns of over-commercialism while Kramer takes radio broadcasters to task for running 'advertising's biggest discount house.' FCC Comr. Bartley asks radio-tv to lead drive to strengthen civil defense.

RADIO is rejoining television in the upward surge of advertising revenues as large advertisers return to the older medium, delegates attending the NARTB Mountain States meeting at Colorado Springs were told last week.

The Tuesday-Thursday meeting of Region 7 was marked by the livest discussion of industry and station policies yet heard during the autumn regional series.

In a message to the convention, NARTB President Harold E. Fellows (see page 56) led a group of industry leaders as they traced recent radio-tv advances and warned of dangers ahead for both media unless station operations are strengthened and programming policies improved. Mr. Fellows is to rejoin NARTB's roving headquarters squadron at Des Moines today (Monday) after an illness of several weeks.

Meeting High Spots

These other developments high-spotted the Colorado Springs session:

- FCC was urged to assume control over all type of tv transmission, including community antenna systems, with originating stations holding control over re-transmission of their programs.
- Lower copyright fees were demanded from copyright licensors on behalf of radio stations.
- Campbell Arnoux, WTAR-TV Norfolk, Va., vice president of the NARTB Tv Board, warned of over-commercialism and the possible loss of public support (see story page 52).
- Worth Kramer, WJR Detroit, told radio stations they are operating "advertising's biggest discount house" (see text page 54).
- FCC Comr. Robert T. Bartley called on broadcasters to lead a drive to strengthen the civil defense system (see story page 90).

Walter E. Wagstaff, KIDO-AM-TV Boise, Idaho, NARTB District 14 director, was host director at the meeting, held in the Broadmoor Hotel.

D. Lennox Murdoch, KSL-TV Salt Lake City, and Herbert A. Carlborg, CBS-TV director of editing, called on telecasters to adhere to the NARTB Tv Code. Appearing at the Thursday tv session with Edward H. Bronson, NARTB tv code director, they emphasized the importance of the code. Mr. Carlborg showed a series of censored tv excerpts.

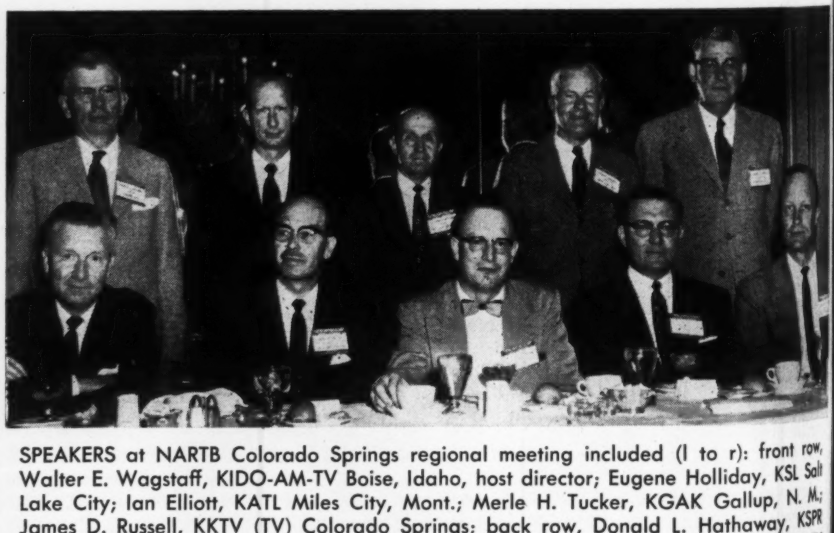
Mr. Murdoch said the respect and confidence of listeners and viewers is fundamental to tv's future. "The bigger we get and the faster we grow, the more numerous and vociferous become our critics," he said. He called on station management to start campaigns among department heads and staff personnel to review code policies and study the recommendations and suggestions in the document. Referring to the Kefauver report and the charges made by critics, he asked, "Where would we have been had we not had a television code to point to with pride?"

Mr. Carlborg recalled two instances in which an outside packager notified the CBS Television editing department it was beyond the necessity of discussing what it termed the small-time interpretations of the network policies and the NARTB code. As a result, the packager "was dismayed to find he had offended a very vociferous racial group and aroused vigorous protests from another direction."

'Suggest Rather Than Delete'

CBS Television believes in suggesting rather than deleting, he said. "We insist on being called editors rather than censors," he added.

The resolutions sessions Wednesday and Thursday turned into live discussions of music



SPEAKERS at NARTB Colorado Springs regional meeting included (l to r): front row, Walter E. Wagstaff, KIDO-AM-TV Boise, Idaho, host director; Eugene Holliday, KSL Salt Lake City; Ian Elliott, KATL Miles City, Mont.; Merle H. Tucker, KGAK Gallup, N. M.; James D. Russell, KKTV (TV) Colorado Springs; back row, Donald L. Hathaway, KSPR Casper, Wyo.; Henry H. Fletcher, KSEI Pocatello, Idaho; D. Lennox Murdoch, KSL-TV Salt Lake City; Herbert A. Carlborg, CBS-TV; Campbell Arnoux, WTAR-TV Norfolk, Va.

YOU MISS FLORIDA IF YOU DON'T USE

W•GTO

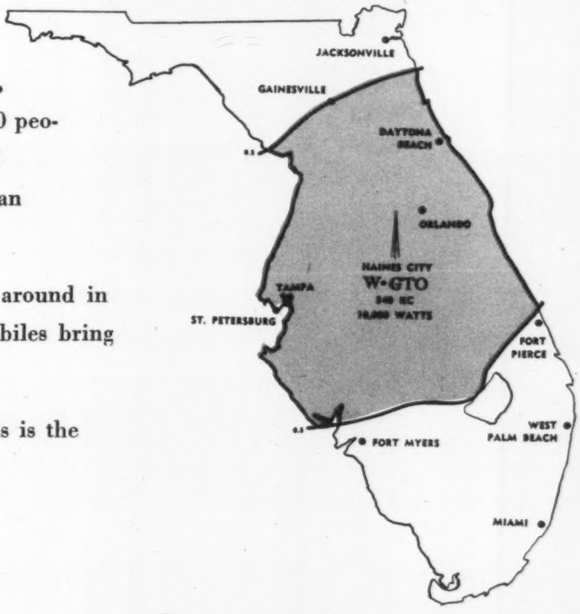
MISS FLORIDA

from Gulf To Ocean • Gainesville To Okeechobee

Judge for yourself. There are some mighty pretty figures in the Florida market. For instance, with a powerful new radio station you reach 1,500,000 people. These same people buy $1,443,330,000 worth of products each year. Tourists swell the coffers with an additional $650,000,000 annually.

The residents of the W●GTO coverage area cruise around in 484,000 automobiles while another 1,600,000 automobiles bring in money laden vacationers every season.

This all adds up to a really important market. This is the market W●GTO delivers.


JACKSONVILLE
GAINESVILLE
DAYTONA BEACH
ORLANDO
HAINES CITY
W•GTO
540 KC
10,000 WATTS
TAMPA
ST. PETERSBURG
FORT PIERCE
WEST PALM BEACH
FORT MYERS
MIAMI
0.5
0.5

10,000 WATTS

540 KILOCYCLES

W•GTO

HAINES CITY, FLA.
PHONE 6-2621

owned and operated
by KWK, St. Louis, Missouri

Represented by
WEED & COMPANY

WILL ROGERS—Radio and the Press worked closely from the very beginning. In an early Pittsburgh Post studio of Station KDKA, the beloved Will Rogers and a Ziegfeld Follies cast make a special broadcast.

WBC is busting its buttons—ON B

It all began with Westinghouse Broadcasting Company Station KDKA!

On November 2, 1920, a few men in a little room in East Pittsburgh, sat up all night reporting the results of the Harding Presidential elections. It was the real beginning of regularly scheduled broadcasting. This historic broadcast over Westinghouse Station KDKA launched an era which changed America's whole pattern of living—with the development of two of the greatest forces ever to influence modern man—radio and television.

Today Westinghouse Broadcasting Company is the largest independent broadcasting company in the country. All WBC stations are peak-powered. They beam the very best in entertainment and information to every corner of the area they serve.

No wonder men with a message choose WBC stations! They dominate six major markets where 1/6 of America does its shopping! The one to complete *your* selling campaign is listed here:

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

WESTINGHOUSE BROADCASTING COMPANY, INC.

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

No selling campaign is complete without the WBC Stations

RADIO PUBLICISTS—This picture, taken in 1923, was made in the hope of winning people over to radio listening. Cotton stockings add "glamour."

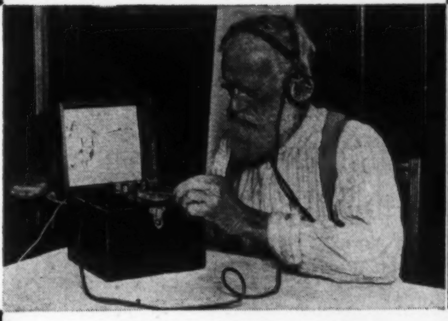
ON BROADCASTING'S 35th BIRTHDAY!

THE HAPPINESS BOYS—Billy Jones and Ernie Hare—the original Happiness Boys—entertain with jokes and songs on a 1923 broadcast, forerunner of today's crop of comedians and laugh shows.

GREAT COMMONER—William Jennings Bryan is pictured during his first radio broadcast, which KDKA covered at Pittsburgh's Point Breeze Presbyterian Church back in 1922.

RADIO PIONEER—Dr. Frank Conrad is pictured at work in his laboratory years after KDKA went on the air. Assistant Chief Engineer of Westinghouse during the pioneering days of radio, Dr. Conrad supervised the construction of KDKA.

HARDING-COX RETURNS—Here is radio's most famous broadcast—the returns of the Harding-Cox election—by KDKA in Pittsburgh, which opened a great new era in communications.



CHURCH ON THE FARM—Rural listeners not only turned on their crystal sets for farm information; they also attended church via the radio. In 1921, heavy snows kept many farmers close to home, and helped KDKA gain more farm listeners.

CATHODE RAY TELEVISION—Dr. Vladimir K. Zworykin, Russian-born scientist, demonstrates new cathode ray television system developed at the Westinghouse Research Laboratories in 1929. Dr. Zworykin's experimentation laid groundwork for electronic television.

SILENCE PLEASE—The soloist was expected to ignore the "Silence, please" sign in this 1925 KDKA studio located at a Westinghouse building in East Pittsburgh.

Support the Advertising Council Campaigns

CAPITAL TYPES #14

THE HOSTESS

Has caterer brother-in-law who's known as the hors d'oeuvres king of D.C. Owns pair of fat French poodles named R.S. and V.P. Highly uncoordinated dancer, but nuts about the mambo. Once took secret course in tattooing; younger sister carries lopsided blue heart and the words "I love you" on her lower left shoulder blade.

And "I love you" is the gist of the sentiment Washington advertisers have been expressing about WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

copyright and "any methods which require the payment of a fee, or service charge for the reception of programs." Such service charges, it was held, should be acceptable only if no other service is available or feasible without charge.

The fee subject was based on a resolution originally adopted by Colorado Broadcasters Assn. It supported the need for rule-making procedures to permit unattended satellite and booster tv transmitters; urged FCC to assume supervision over all systems of tv transmission including community antenna operations; called for establishment of property rights in tv programs that will preclude their use for sale to subscribers at a profit without permission of the originating station; claimed "first preference" is due "the pattern of free radio and television" as against fee systems.

In discussing music copyrights, it was held that fees impose a "heavy financial burden" on radio broadcasters, many of whom have suffered revenue losses due to tv. Since tv has brought increased revenues to copyright owners, the regional delegates felt ASCAP, BMI, SESAC and others should re-examine their rates and then lower them. A second resolution proposed that record labels identify copyright licensors.

Resolved by Region

Other resolutions voiced appreciation to FCC Comr. Robert T. Bartley; called for legislation requiring time zones to be kept in the same relation; thanked Director Wagstaff for his service as well as NARTB staff members; asked amendment of the FCC rules to require identifying announcements in recorded programs only if the element of time is of special significance; endorsed NARTB's effort to expand remote control to all station transmitters; urged the NARTB board to start a project looking toward minimum standards for audience sampling and measurement; favored changing the association's name back to National Assn. of Broadcasters; urged FCC to permit continued operation of private microwave relays when common carrier service is made available.

Members of the resolutions committee were G. Bennett Larson, KDYL-KTVT (TV) Salt Lake City, chairman; Ken Nybo, KBMY Billings, Mont.; Frank Quinn, KDEF Albuquerque, N. M., and William Grant, KOA Denver.

Taking part in a review of state association activities were Henry H. Fletcher, KSEI Pocatello, Idaho; James D. Russell, KKTV (TV) Colorado Springs; Ian Elliot, KATL Miles City, Mont.; Merle H. Tucker, KGAK Gallup, N. M.; Eugene M. Halliday, KSL Salt Lake City, and Donald L. Hathaway, KSPR Casper, Wyo.

Sheldon Peterson, news director of KLZ-TV Denver, called on tv stations to improve their role in attaining freedom of speech and access to public events. The battle is being fought capably at the national level by NARTB, American Society of Newspaper Editors, Sigma Delta Chi and Radio-Television News Directors Assn., he said.

"Do we have access to all the news from our city councils, our courts, our police departments and our school administrations?" he asked. "If we don't have such access and if we're not doing anything about it, then I respectfully submit that we are letting the people down in their right to know."

Mr. Peterson said tv broadcasters who do not have local news on their program schedules "are not measuring up to the responsibility which has been placed in their care." He said a news department need not be expensive, with a one-man staff satisfactory in some cases if management backing is supplied.

Taking part in a Thursday afternoon panel on "The Business of Television" were Mr. Russell; Arthur J. Mosby, KGVO-TV Missoula, Mont.; Rex Howell, KFXJ Grand Junction, Colo., and A. Prose Walker, NARTB manager of engineering.

Basic audience promotion techniques were reviewed in a Tuesday audience promotion panel. Taking part were Henry Fletcher, KSEI Pocatello, Idaho; Gene Halliday, KSL Salt Lake City; Frank C. McIntyre, KLIX Twin Falls, Idaho, and Harold Storm, KLZ Denver.

Staff behavior is the most important element in a station's promotion, Mr. Fletcher said, stressing the importance of public relations in achieving prestige. He urged development of new programs to build audience. Mr. Halliday said promotion should be based on programming, personalities and delegation of a staff promotion director. Mr. McIntyre said "excitement in programming will make listeners talk about the station. Mr. Storm called promotion "a philosophy rather than a technique," suggesting everyone on the staff should be promotion-minded.

Farm radio "is truly public service that pays," said Jack Timmons, farm director of KWKH Shreveport, La., at the opening radio session Tuesday morning. Citing success stories from both small and large stations, he said farm broadcasts have a high rate of renewals by advertisers and emphasized that revenue from farm advertising has remained constant or risen while other radio revenue has gone down.

Mr. Timmons said revenue from farm programs and adjacencies is accompanied by a loyal audience, unparalleled public relations, and the satisfaction of real service. The advertiser gets an effective medium in a great market at low cost, he said, with the message delivered by established and respected representatives of agriculture and personal representation in the field.

He said management should set service to agriculture as a station objective; show interest and take pride in farm service, placing the farm director directly under management. He advised scheduling for the peak farm audiences (6-7 a.m., noon, early evening). Program content should be interesting, informative, informal and filled with human interest as well as local information, he said, with the whole service given adequate promotional backing. He urged small stations to hire a farm director or at least use a sincere announcer and take advantage of dependable sources of information.

Radio-Tv Must Correct Flaws, NARTB Meet Told

RADIO AND TV must take stock of their present operations immediately and eliminate critical flaws, or they will be in deep trouble during the competitive media days just ahead, NARTB delegates were told last week at the Colorado Springs meeting.

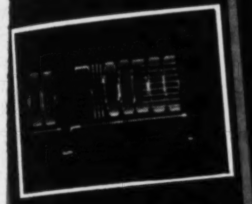
Worth Kramer, vice president and general manager of WJR Detroit, told radio delegates at the Tuesday luncheon they are operating "advertising's biggest discount house." Performance of broadcasters, who are indulging in "the most colossal giveaway program in the annals of advertising history," was described as "shockingly short of satisfactory" by Mr. Kramer, who offered a three-phase program for their consideration. (See text, pages 54 and 55.)

Campbell Arnoux, NARTB Tv Board vice chairman and president-general manager of WTAR-AM-TV Norfolk, Va., told telecasters they must make immediate appraisals or they "may lose by attrition the greatest gift that has been given an advertising medium—that almost unbelievable impact that tv has in the lives of

THESE SIGNALS & UNITS IN USE BY ALL MAJOR NETWORKS, STATIONS & TRANSMISSION LINKS

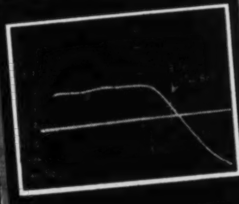
THE ONLY COMPLETE LINE OF VIDEO TRANSMISSION TEST EQUIPMENT

TELECHROME INCORPORATED



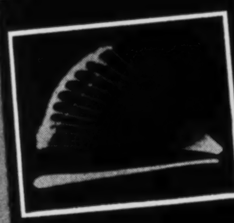
AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, micro-wave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator—Model 1070-BR.

LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.—1071-AR thru 1070-BR or 1072-AR alone.



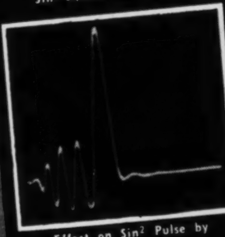
ENVELOPE DELAY vs FREQUENCY. Shown: envelope delay characteristics of Model 620 BR NTSC receiver equalizer as indicated by Model 1603-AR.

Measures "funny paper" effect.



DIFFERENTIAL PHASE vs. AMPLITUDE. Check for ability of system to transmit color with fidelity at varying amplitudes. Shown is 6AC7 video amplifier with 4° differential phase. Model 1044-AR or 1041-BR plus 1070-BR with 1601-AR.

Sin² Square Wave Signal.

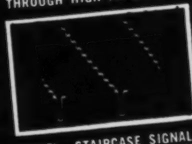


Effect on Sin² Pulse by NTSC phase equalizer.

Check for transient response of a unit or system —Model 1073-A.

STAIRCASE SIGNAL—MODEL 1044-AR OR MODULATED—1041-BR THRU 1070-BRM

(ABOVE)—STAIRCASE SIGNAL—THROUGH HIGH PASS FILTER



(ABOVE)—STAIRCASE SIGNAL—THROUGH LOW PASS FILTER

Hi-Lo Cross Filter for Signal analysis—608-A.

1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
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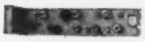
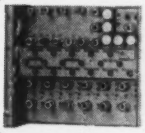
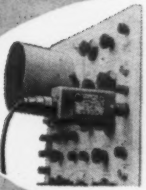


1041-BR STAIR STEP GENERATOR—Checks amplitude linearity, differential amplitude linearity and differential phase of unit or system. Variable 4-15 steps. 1044-AR — above with built in sync and blanking adder and 3.58 mc adder for modulating steps & burst on back porch.

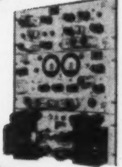


1070-BR MULTI-BURST GENERATOR — Provides white bar and 6 bursts of pre-set freq. 0.5-6.0 mc. Own sync and blanking adder. Checks freq. response or complete system incl. those using keyed clamps. Used to add sync and blanking to output of other units (window and step generators). 1070-BRM has own 3.58 mc adder.

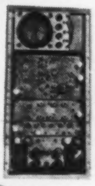
1071-AR WINDOW GENERATOR—Checks low frequency response of system. Fast rise time leading edge checks high frequency response. Output may be displayed on kinescope or oscilloscope. 1072-AR includes sync blanking adder.



608-A HI-LO CROSS FILTER with 3 pos. switch for viewing signal directly, or thru low or high pass filter. Allows individual observation of either high or low freq. component of signal or signal directly. Sensitive check of diff. amplitude distortion using modulated step signal from (1044-AR) through high pass section.



1603-AR PHASE SLOPE (ENVELOPE DELAY) CURVE TRACER—Instantaneous scope or meter reading of the envelope delay and amplitude characteristics vs. frequency of any network, video amplifier, or system up to 8 mc. Precise, time saving. Has separate transmitter and receiver units which allow one way or loop measurements.



1601-AR CHROMASCOPE—For accurate checking of color signals, or simultaneous amplitude and phase characteristics of a signal also used for measurement of phase and differential phase.

1073-A SIN²-SQUARE WAVE GENERATOR—Closely equivalent to actual camera signal. Used for rapid checking of frequency and phase characteristics of a TV or pulse unit or system. Simultaneously shows amplitude, phase, and envelope delay. (Described by R. C. Kennedy, N.B.C., in "Electronics.")

IF YOU CAN'T SELL IT, DON'T GIVE IT AWAY

THAT's the philosophy Worth Kramer, vice president and general manager of WJR Detroit, propounded for NARTB's Region 7 Conference in Colorado Springs last week. His speech was a penetrating analysis of how radio can sell itself down the river by not selling itself for what it's worth. The text, slightly condensed, is reproduced on these two pages.

I SUBMIT that as of today our performance [as radio broadcasters] is shockingly short of satisfactory—and our rewards are correspondingly fractional.

Do you mind, figuratively speaking of course, entering the clinic with me, stripping and undergoing a check-up? Now this particular clinic isn't medical in nature; it's a sales clinic reminiscent of one I attended recently, a portion of which was devoted to a recital by several agency executives and some advertiser representatives of the ways in which they had successfully "used" radio. (Please note my overly polite employment of the word "used"—my vocabulary does contain more accurate but less polite verbs.)

Speaker A, head of a midwest agency, testified as to his successful use of radio by the use of a saturation formula. His particular method of saturation purchase was to buy on the basis of 200 rating points per week—he didn't mention whose rating system was employed—he just bought on the basis of 200 rating points per week. Apparently, if I understood him correctly, if the station, or stations, came up with 200 rating points for 20 announcements, that was fine. If, however, 40 announcements were needed to equal the 200 rating points, the station, or stations, would apparently provide 40 announcements.

NEXT STOP: CURTAINS!

Regardless of the mechanics, this purchase was based on rating points per dollar. Personally, I know of no rate card in the book that bases rates on rating points, but nonetheless that's the way this agency bought. Next stop—guaranteed audience; next stop after that—curtains!

Speaker B, also a midwest agency executive, reported that his successful formula for buying was the purchase, through a network, of a great number of 5-minute news programs. He made it perfectly plain that these weekend news programs were purchased at the contiguous rate, a very cheap and, therefore, advantageous purchase for his client. Cheap indeed!

Let's see. The great percentage of station rate cards call for five minutes at 20% of the hourly rate. Assuming then, 12 five-minutes bought by this particular client at the hourly rate, it's easy to see that the purchase was made at considerably less than 50% of the normal card rate. We'll agree, won't we, that it was a hell of a buy—but, friends, was it a hell of a sale?

Speaker C, also an agency executive told the meeting of his client's problems and his use of radio to solve those problems, and he spoke most convincingly of the pulling power for his client of our medium, but his "clincher" resolved itself into the fact that one station in one of his markets provided on a given Sunday over four hours of station time, its personnel and its mobile unit, totally free of charge, to make a success of his client's particular promotion for that day.

To be totally fair, his client's project for that day was outstandingly, almost unbelievably, successful—but, for free?

Speaker D represented a national advertiser who for many years has bought its radio through local dealers and distributors at local rates. His concept of the successful use of radio was the pronounced success he had had in arranging for free interviews on stations throughout the country in which, in his words, he "skillfully avoided the too often mention of his product."

Clever? Yes, indeed. But just another example of a "free ride."

A letter is received from an agency vice president, reading roughly as follows:

"Dear Station Manager:

We are in the process of preparing a radio advertising campaign for our client—to run for 13 weeks starting Nov. 15. Please submit to us at your earliest convenience your very best package price for four announcements daily for the 13-week campaign proposed above.

"Don't bother to send us your rate card as we have the latest *Standard Rate & Data Service* available, and we have no intention of buying from the book. So come up with your very best package price and submit it to us without delay.

"P.S. We will appreciate your also sending along details on all merchandising assistance you will give us."

A regional client, and a big one, reports frankly that it utilizes well over 30 stations to broadcast its play-by-play baseball games, but that many stations broadcast the games for nothing and some stations even pay the line charges for the privilege of carrying the commercially sponsored games.

A representative of a large syndicated program service approaches a regional client with this proposal: You contract with us for this series of half-hour syndicated programs and we will guarantee you blank number of stations free. These stations will carry your commercial messages in the program three of the five days per week for the privilege of selling announcements to other clients the other two days weekly.

Will you concur that we have taken enough samples in our self-examination to uncover the glaring truth that radio—our medium—is indulging in the most gigantic, the most colossal give-away program in the annals of advertising history? The *$64,000 Question*—a give-away? Man alive—it's peanuts. We're part and parcel of advertising's biggest discount house—and that's the hard fact we have to face. We not only have to face it, friends, we've got to do something about it—and fast.

Before going one step further, let it be made crystal clear that in none of the above related instances do I place one iota of blame on any of the agencies or clients for the part they play in this travesty. They can all join the chorus of "Don't Blame Me" with perfect equanimity. If I were told tomorrow that I could buy a new Cadillac Eldorado for half price, believe me, I'd be there, and so would you. So, let's employ the microscope in our clinical experience and find the trouble spot. Who's to blame for this current give-away orgy? Perhaps we can utilize the process of elimination.

The blame isn't with the agencies; it isn't with the clients; certainly it isn't with the station salesmen, or sales managers, or program directors, or news editors, or engineering heads. Where then does it fall? It falls, of course, friends, directly and unequivocally upon custodianship—those who call the signals in every segment of our industry. Yes, the fault is solely ours—we've done it to ourselves.

There is a vacuum, there is a missing ingredient in our industry today, and to me it's the all-important ingredient [that] spells the one great difference between "the high road to success" and a "treadmill to oblivion." That missing ingredient, friends, is *stature*.

BUSINESS? IT'S LIKE SEX

Yesterday I overhead one broadcaster say to another, "Hi, Joe, how's business?" To which Joe replied, "Well, it's sort of like sex—when it's good, it's wonderful, and when it's bad, it's still pretty good." That little sequence provides something more than a chuckle. I sort of wonder if it doesn't give us a pretty good idea as to just why we haven't taken the time to clean up our own house—"when business is bad, it's still pretty good."

This business called radio is too good. Perhaps if it weren't so good, we'd give it the attention it should have. I choose to believe that all of these business-strangling malpractices have crept into our medium through neglect of its custodians. I swear I cannot conclude that they know of their organization's derelictions, business-wise, and are content.

How do we go about putting *stature* into our business? May I present a 3-point program for consideration?

Point One of the program: *Lay a firm business foundation.* I think that those responsible at every station should closely examine their facility, their coverage, their penetration, their competitive situation, and with all those factors in mind, establish a rate structure which in their minds is a proper and equitable one, one which permits them to operate aggressively and one which provides an excellent advertising buy for the advertiser. Once this is determined, print it. Once it is printed, publish it. Once it is published, stick to it, police it, keep it inviolate. Go one step further. Call all your people together, not just your salesmen, all your people, and spell out to them what you've done. They'll leave that meeting with a new look. It won't be their slip that is showing—it'll be their *pride*.

So, Point One resolves itself into the establishment of an individual code—a creed of business operations, if you please —a creed which each and every employe knows, respects and observes.

On one of my recent visits to New York, I visited one of the more famous [Harlem] establishments. A rather buxom gal sat at the piano and sang several songs. One song remained with me, for it went something like this: "If I can't sell it, I'm gonna sit on it—I ain't gonna give it away."

PROGRAMMING IS THE LIFEBLOOD

Point Two in "Operation Stature." Let's, for a change, *show concern* for *our product*. Hackneyed, indeed, is the statement that programming is the lifeblood of our business. But hackneyed or not, believe me, those words are so true, for programming is our *total product*—that's all we've got! Yet I think you'll agree with me that for much too long programming—the lifeblood of our business—has been the subject of almost total neglect.

In showing concern for our product, our present attention should be drawn to the characterization of our medium as the "constant companion" medium. I won't go into the statistics which point up the set sales this year, which are many percentage points higher than those of last, the total set count, the location of sets in the home, the percentage of new automobiles with radios, etc. What I do want to point out is that with this *everywhereness* which characterizes peculiarly this business of ours, we are truly on the threshold of our greatest opportunity.

Our market is not only "everyone" but it's "everyone, everywhere, around the clock." All that our market asks of us in return is that we be a worthy and interesting companion. Our market hasn't said to us. "You have to be glamorous"; it's only asked us to be interesting, and the only way we can meet the challenge of being interesting is through programming.

So, Point Two narrows down to one great challenge—accepting the invitation of 161 million Americans to program in such a manner as to become a worthy and interesting companion to them—or, in other words, to show *concern* for our *product*—programming.

Point Three is perhaps the most important point of all. It's intangible, but it's a force so powerful that, without it, all other efforts are fruitless. I choose to call it *love of the business.* Sounds corny, doesn't it? But, believe me, it *isn't.* Our industry *has* to be manned by people who love their work. All the ideas and plans we can devise will go nowhere unless, underlying their conception and their implementation, there is that fundamental, vital spark—*love of the work.*

We've seen, time and time again, instances where we haven't been on top of the news, or we haven't covered a given special event, or we haven't come up with a new distinctive program service or special program, or we haven't come up with a sale, or we haven't come up with almost any facet of the business you can mention. These things can be attributed to lack of incentive, lack of ambition, or, if you please, lack of love of the business.

We in radio, today as never before, will do well to give this factor its proper weight if we are to achieve *stature*—today, radio's only missing ingredient.

FCC COMR. Robert Bartley stopped for an inspection tour of KLZ-TV Denver enroute to the Colorado Springs NARTB regional meeting. Conducting Comr. Bartley (2d from l) on the tour were (l to r): Bob Hart, local sales manager; Hugh B. Terry, president, and Phil Hoffman, manager, all KLZ-TV.

all the people." Mr. Arnoux offered a series of management suggestions as he explained that "it is amazing how quickly John Citizen gets selective and demands better and better quality and more and more variety in his tv fare."

Mr. Arnoux said he has noted "an increasing tendency toward over-commercialism, not always in the amount of commercials but in their length and manner of delivery." He contended a commercial can and should be made interesting and should always attract the viewer's attention.

He urged management to devote "more and more time" to looking at the station's programs as well as carefully scrutinizing continuity, production and film departments, along with all other creative units.

Talent and announcers should be watched "as they appear on the picture tube," Mr. Arnoux advised, because "if you look objectively you will look at your screen as do your viewers."

He advised top-quality local programming and care in selection of films, including those advertisers buy for their programs. Standards of good taste can be attained by conforming to the NARTB Tv Code, he said, urging management to watch code adherence carefully.

It's necessary to spend money in tv in order to make money, Mr. Arnoux insisted, listing station technique and equipment that have been helpful. "The key to making money," he said, "is much more sales effort" and he showed how WTAR-TV's billing was substantially increased. He favored a basic daytime rate around 40% of Class AA nighttime, with an incentive discount for volume users. "We like high rates," he said, "and have not been afraid to boost our rates as circulation has increased. After 5½ years we are now on Rate Card No. 12."

Other recommendations included "copy-minded selling and the speculative art and story approach used by Radio Advertising Bureau" as tv devices as well as the Television Bureau of Advertising material.

Numerous Crises

Mr. Arnoux said tv has more crises than any other industry. "Right now there is a crisis in uhf operations," he said; "the crisis of pay tv; the crisis of de-intermixture; the crisis of a possible reallocation of channels and the subcrisis of additional vhf channels that may be gleaned from fm or the military; the crisis of vhf drop-in channels; then there are the crisis of various Congressional investigations of tv looming over the horizon, and the crisis of possibly greatly increased tariffs by the AT&T on the microwave and cable services of that company, which could seriously increase our operating costs."

"Still over the horizon, but almost upon us, are the many crises attendant upon the advent of color tv; and the crisis of disastrous competition in communities where more tv stations may be licensed than the community can support."

Mr. Arnoux explained how advertisers in two instances had been allowed to use films not screened by the station, with bad results. He said WTAR-TV now looks over all films arranged by advertisers before signing the contract and another program is worked out if the material doesn't meet station standards.

Production and program departments must have the proper tools, just as engineers need good equipment, he said. He told how the station saved money for clients by hiring a full-time artist instead of continuing the use of outside artists for film, slides and stills. On the other hand, building maintenance is handled by an outside cleaning firm.

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
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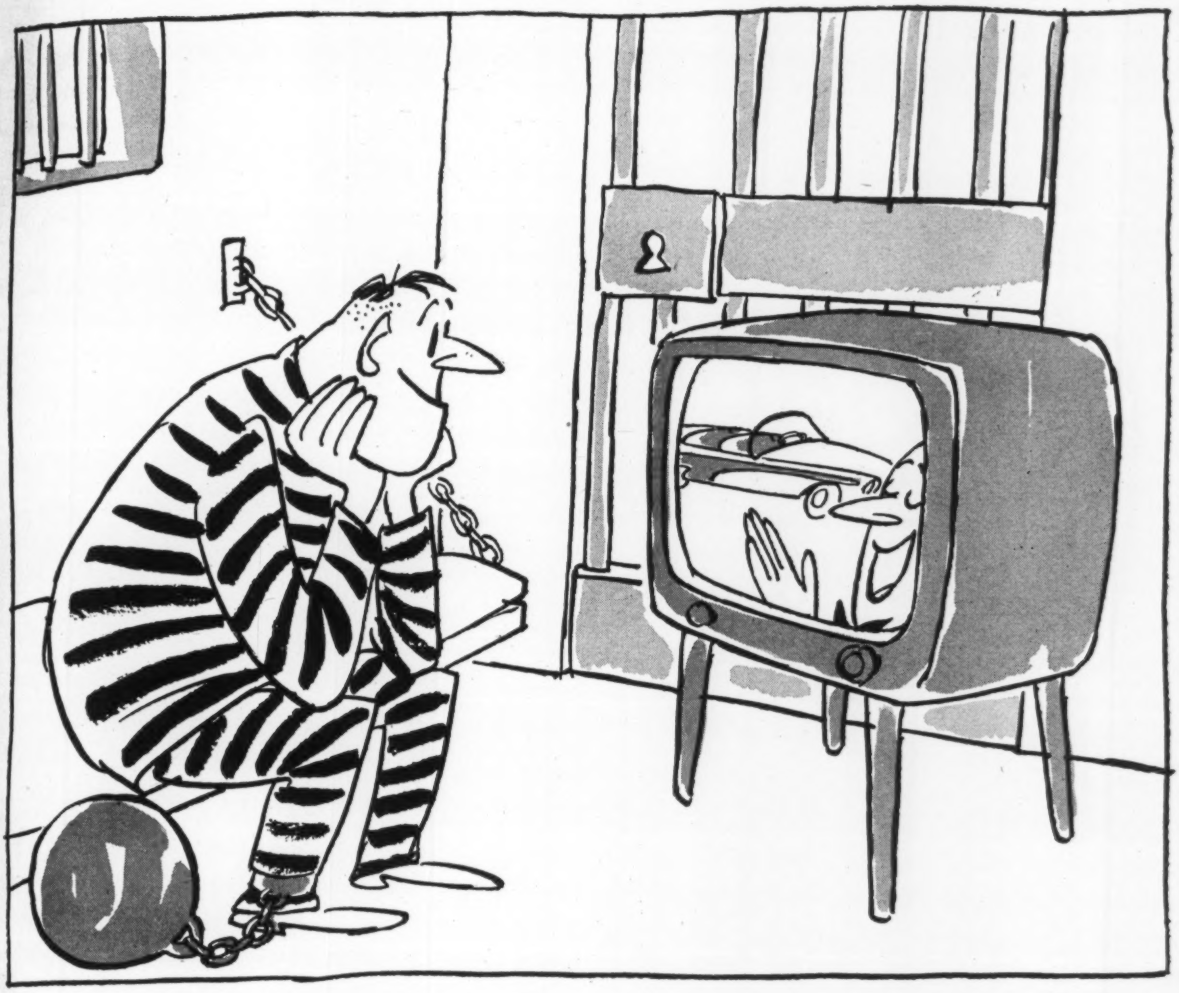
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Big Clients Are Back At Radio Stand—Fellows

LARGE advertisers, many of which are in tv, are reinvesting in radio "as the lowest cost-per-thousand buy among the media," NARTB President Harold E. Fellows declared last week.

In a speech prepared for NARTB delegates at the Colorado Springs regional NARTB meeting last week, Mr. Fellows said association members making the annual autumn tour have observed that sound broadcasting "is enjoying a remarkable increase." He was unable to attend the meeting, but delegates were cheered to learn that he had returned to his Washington desk that day after a siege of pneumonia.

"Perhaps the most satisfying aspect of this increase," Mr. Fellows said, "is the fact that

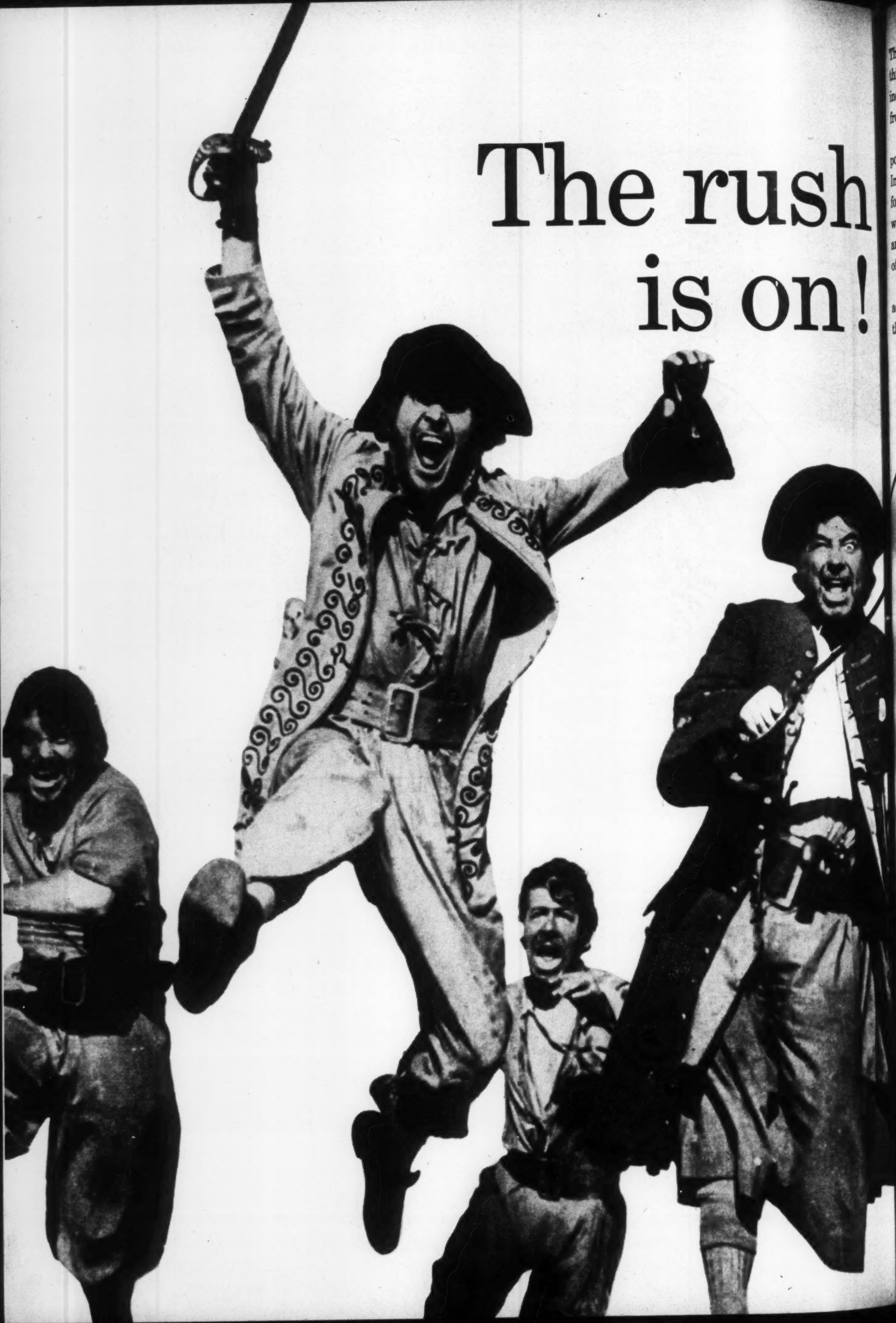


The only captive audience that counts is the one that's captured by the sheer excellence of your commercials.

YOUNG & RUBICAM, INC.

Advertising: New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London

The rush is on!



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The rush is on for *Long John Silver!* The news about this spectacular television series was scarcely out when inquiries began pouring in to CBS Television Film Sales from all parts of the country.

And orders were to *buy on sight!* In the South, a potato chip firm signed for the program in 22 markets. In the Midwest, a dairy firm bought *Long John Silver* for all the cities it serves. On the West Coast, *Long John* was quickly booked to sell popcorn, a dairy mix product, and so on. And orders continue to come in – from all kinds of sponsors – from all parts of the country.

What's behind the big rush? Wonderful derring-do adventure... suspense... romance... comedy... and all the swashbuckling Robert Louis Stevenson characters.

Long John Silver is a lavish series, superbly produced on location. Robert Newton – who was "Long John" in Walt Disney's *Treasure Island* and in the CinemaScope Production *Long John Silver* – heads a splendid cast. And a bright newcomer – Kit Taylor as young Jim Hawkins – appears destined to become the new television hero of all America.

Film buyer... station executive... sponsor... you'll find *Long John Silver* a real treasure to behold. But remember, *the big rush is on* – and choice markets are going fast. Get all the details now, from...

CBS TELEVISION FILM SALES, INC., with offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston. In Canada: S. W. Caldwell Ltd., Toronto

much of it is coming from national and regional advertisers." He said this development "must be looked upon as a boon not alone to radio broadcasters, but to those who are engaged in television, too; for it leads in the direction of establishing firmly a theory of 'sometime importance' in the past: That the intelligent purveyor of goods and services must, within his means, employ all media to do the job for him. No one, except in unusual cases, can sell without the supplemental assistance of the others."

Mr. Fellows told how the American public is budgeting leisure time to accommodate all media. Total time devoted to media has been extended, he said, and the individual "is picking his media spots."

FELLOWS DENOUNCES PAY-TV 'LETTERS'

PAY-TV proponents are trying to "split the opposition," NARTB President Harold E. Fellows said Wednesday in a talk prepared for NARTB Mountain States delegates, holding their regional meeting in Colorado Springs (regional story page 48).

Following charges by Zenith Radio Corp. officials that NARTB is underhandedly trying to stifle competition and foster a tv network monopoly [B•T, Oct. 31], Mr. Fellows said he doubted if broadcasters would allow anyone to get away with "a calculated effort to split the membership of the broadcasting industry."

He added, "I doubt if the members of this association (NARTB) are prepared to endorse a system of broadcasting which requires the audience to buy its entertainment, its news and its educational product and its advertising on a subscription basis, employing channels allocated for free service."

Mr. Fellows said he personally and members of the board "have been the targets of a direct mail campaign emanating from the offices of the proponents of subscription television. The releases from this particular organization usually take the form of a letter to me—and I use the word 'form' advisedly for more frequently than not, this is a letter that is produced in quantity—I have been told—of about 10,000 and mailed to a select list of individuals around the country. I have had the interesting experience, for example, of hearing of or reading about the existence of such a letter to me before I have received it.

"The general tenor of this campaign can be stated succinctly: It holds the NARTB board, in adopting a policy with regard to petitions now pending before the FCC on the pay-see proposition, did not reflect association membership views and that—in substance—we (the board and I) are trying to engage in some sort of conspiracy to withhold pay-see tv from the public.

"These letters and broadsides always imply, by innuendo if not bluntly, that the association has filed a brief of its position with the Commission stating that the association is opposed to pay-tv."

Mr. Fellows explained NARTB opposes any form of box-office tv that would usurp channels reserved for free television, or any of the time on such channels so devoted.

He said the NARTB Tv Board feels that a promise to the buyer that he would get programming without further cost, beyond maintenance, was implicit in the sale of every tv set.

NARTB REGION 5 CONVENES TODAY

Des Moines meeting plus Region 6 Conference Nov. 15-17 will wind up fall series.

NARTB's Region 5 Conference opens today and runs through Wednesday at the Fort Des Moines Hotel, Des Moines, with E. K. Hartenbower, KCMO Kansas City, vice chairman of the association's Radio Board, as official host. Region 5 includes NARTB Districts 10 (Iowa, Mo., Neb.) and 11 (Minn., N. D., eastern S. D.).

Also participating at the conference will be F. E. Fitzsimonds, KFYR Bismarck, N. D., director of District 11.

Today (Radio Day) opens with remarks by Mr. Hartenbower at 10 a.m., followed by three talks: "Modernizing Our Radio Engineering Concepts," by A. Prose Walker, NARTB engineering manager; "The Most for Your Money," by Charles H. Tower, NARTB employer-employe relations manager; "Fertile Ground for Radio," by John McDonald, farm director, WSM Nashville.

At 11:30 a.m. a panel on "Audience Promotion" will feature Robert W. Dillon, KRNT Des Moines; Jack Dunn, WDAY Fargo, N. D., and C. L. Thomas, KXOK St. Louis. After showing of a film on Conelrad, Henry B. Clay, KWKH Shreveport, chairman of NARTB's Radio Board, will deliver the luncheon address.

An afternoon radio "Bull Session" will be conducted by John F. Meagher, NARTB radio vice president, with Larry F. Haeg, WCCO Minneapolis, leading a small market stations

The Station with the STRONG PULSE!

7 A.M. to 7 P.M. MON. thru FRI.

WKHM	34
Network Station A	30
Network Station B	24
Station C	2
Other Stations	10

*PULSE, JAN., 1955

TOP SPORTS BROADCASTS

LOCAL NEWS ON THE HOUR

JACKSON'S LEADING DISC JOCKEYS

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH....Dearborn-Detroit
WKMF.....Flint, Michigan
WKHM..Jackson, Michigan
WSAM.Saginaw, Michigan

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Television & Broadcasting Corp.

KNORR Broadcasting Corp. Affiliate

Represented by HEADLEY-REED

roundtable discussion, and Ben B. Sanders heading similar talks on large market stations.

Tomorrow (Association Day) features morning talks: "What You Don't Know *Can* Hurt You," by Joseph M. Sitrick, NARTB publicity and informational services manager, and "Where Do We Stand?" a report on government relations by Vincent T. Wasilewski, the association's government relations manager.

NARTB President Harold E. Fellows will deliver the luncheon address and reporting in the afternoon on state broadcaster associations will be: Iowa Broadcasters Assn., Walter J. Teich, KOEL Oelwein; Missouri Broadcasters Assn., Mr. Thomas of KXOK; Nebraska Broadcasting Assn., Virgil Sharpe, KOWH Omaha; North Dakota Broadcasters Assn., Paul C. Gussner, KGCU Mandan; South Dakota Broadcasters Assn., E. V. Eppel, KORN Mitchell.

District and state association meetings and a reception will follow, with FCC Comr. Rosel H. Hyde making the banquet address.

On Wednesday (Television Day), NARTB Tv Vice President Thad H. Brown Jr. will open sessions and talk on "The Climate of Television." Floyd Kalber, news director, KMTV (TV) Omaha, will speak on "Television Brings You the News."

Scheduled for morning discussions on "The Challenge of the Tv Code" are Harry Ward, continuity acceptance manager, NBC Chicago; Owen L. Saddler, KMTV, and Edward H. Bronson, NARTB director of Tv Code affairs.

At 11 a.m. Television Bureau of Advertising President Oliver Treyz and Norman (Pete) Cash, TvB station relations director, will make a presentation, "Tv—the Selling Machine." A panel discussion, "The Business of Television," will feature Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Frank P. Fogarty, WOW-TV Omaha; William B. Quarton, WMT-TV Cedar Rapids, and Mr. Walker, NARTB engineering manager.

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., a member of NARTB's Tv Board, will make the luncheon address and the conference closes with a talk on "The Broadcasters' Labor Problems" by Mr. Tower of NARTB.

The Region 6 Conference, last of the fall series, will be held Tuesday-Thursday, Nov. 15-17, at the Baker Hotel in Dallas, with Alex Keese, WFAA Dallas, District 13 director, as host director. Region 6 includes Districts 12 (Kan., Okla.) and 13 (Tex.). District 12 director is Cy Casper, WBBZ Ponca City, Okla. Harold Hough, WBAP-TV Fort Worth, and Mr. Rogers of KDUB-TV are members of the NARTB Tv Board.

Speakers on Nov. 15 (Radio Day) will be Messrs. Walker and Tower of NARTB; Herb Plambeck, WHO Des Moines, and John M. Outler, WSB Atlanta.

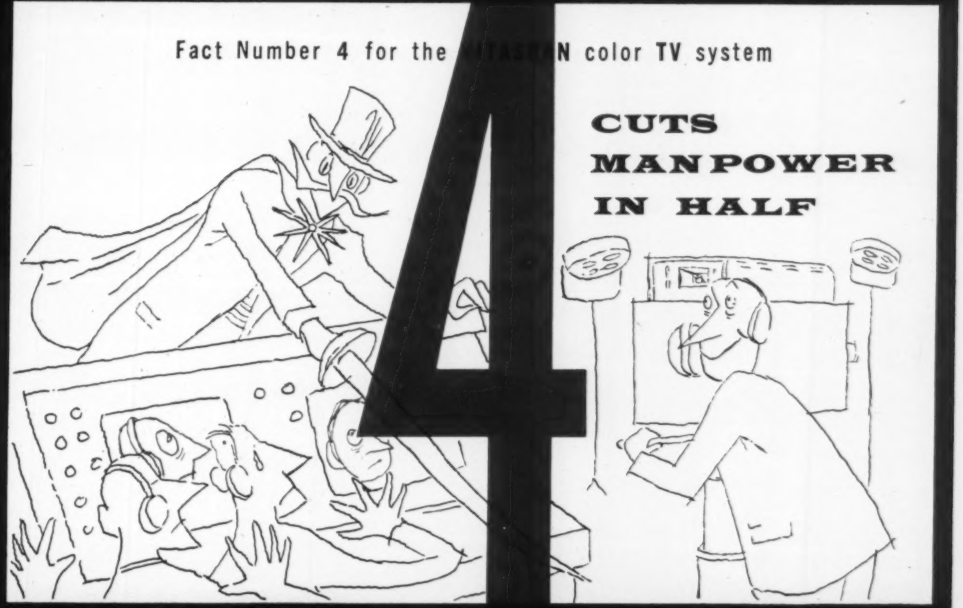
On Nov. 16 (Association Day) talks will be made by Messrs. Fellows, Sitrick and Wasilewski of NARTB, and FCC Comr. John C. Doerfer.

On Nov. 17 (Tv Day) speakers will include Messrs. Brown and Tower of NARTB; John Fields, WKY-TV Oklahoma City, and Joseph Baudino, Westinghouse Broadcasting Co.

N. C. Broadcasters Cruise To Hear Silvernail Speech

GUEST speaker at one of two business sessions to be held by the North Carolina Assn. of Broadcasters during its one-week convention-cruise to and from Bermuda will be Frank

NEWLY ELECTED officers of Radio & Television Women of Southern California are (l to r): seated, Jeanne Gray, actress-producer, president, and Betty Hartlane, director of guest relations for ABC's Hollywood operations, corresponding secretary; standing, Margee Phillips, assistant news director, KBIG Catalina, recording secretary; Claire Hughes, assistant station manager, KWKW Pasadena, second vice president, and Dorothy Winter, television producer-director, BBDO Hollywood office, first vice president. Miss Hughes also is president of the L. A. Advertising Women.



DON'T OVERLOOK THE FACTS

Fact Number 4 for the VITASCAN color TV system

CUTS
MANPOWER
IN HALF

5 Keep watching this space for more revealing facts!

4 Requires no video adjustments while programming. Eliminates full-time video operator.

3 No need for large, heat-generating banks of lights. Eliminates elaborate air-conditioning requirements.

2 Camera employs simple cathode-ray tube costing only $100. Life expectancy of 4000 to 5000 hours, or approximately 2 cents per hour cost.

1 Permits color broadcasting on modest budgets. Costs no more than monochrome I.O. system. May be used for monochrome as well as color.

DU MONT

VITASCAN

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

Dan Daniel

Star of
Noon Edition
WABT 12 to 12:30 Monday-Friday
News, Sports, Weather
WABT 6:30 p.m. Monday-Friday
Auburn Daily News
WAPI 12:30 to 12:45
Monday-Friday

Now News Director of the 3 stations
WAPI, WAFM and WABT

These stations are recognized for superior handling of Birmingham and Alabama news, as well as world-wide news . . . Birmingham's only stations using Photofax and direct teletype to weather bureau. Dan Daniel is now in charge of coordinating the complete coverage.

Stars Sell on Alabama's
greatest radio station
WAPI
Birmingham
Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station
WABT
Birmingham
Represented by BLAIR-TV

Silvernail, BBDO manager of station relations, New York.

William S. Page, NCAB president, said the broadcasters will leave Wilmington this Thursday on the *M. S. Stockholm*, and return Nov. 16.

The North Carolinians will spend three days ashore in Bermuda, Allen Wannamaker, WBIG Greensboro, convention chairman, said. Allen Travel Service, 550 5th Ave., New York, is handling travel reservations, according to Cecil B. Hoskins, WWNC Asheville, NCAB secretary.

ENGINEERS ELECT LOUGHREN FOR '56

ELECTION of Arthur V. Loughren, vice president in charge of research of the Hazeltine Corp., as president of the Institute of Radio Engineers for 1956 was anounced last week by IRE. Mr. Loughren succeeds John D. Ryder, dean of the School of Engineering of Michigan State U.

Herre Rinia, director of research of the Philips Research Labs. in Eindhoven, Holland, was elected vice president. New directors for the 1956-1958 term are E. W. Herold, director of the Electronic Research Labs., RCA Labs., and J. R. Whinnery, professor of electrical engineering, U. of California.

MR. LOUGHREN

MR. RINIA

IRE also announced that Frank J. Bingley, color television research engineer of the Philco Corp., has been named to receive the Vladimir K. Zworykin television prize award for 1956 for his contributions to colorimetric science as applied to television, and Jack E. Bridges, research engineer for Philco, has been designated the winner of the Browder J. Thompson memorial award for 1956 for his paper entitled "Detection of Television Signals in Thermal Noise." Presentations of these awards, in addition to those previously announced [B•T, Sept. 19], will be made during the IRE national convention in New York, March 19-22, 1956.

Two Groups Join Forces To Establish New Tv Code

IDEAS about ethics and the appointment of a general code committee highlighted the first joint meeting of the National Society of Television Producers and the National Audience Board Oct. 28 at the Beverly Club, Beverly Hills, Calif.

Tom Lewis, NSTP president, made the opening speech and read a message from NAB President Peter Goelet, who was unable to attend. Mr. Lewis said the meeting was "to devise a method by which television producers can guide themselves in the making of properties for the viewing public in either live or filmed tv shows."

Max Gilford, general counsel of the NSTP, introduced a proposed code. The first to be formulated specifically for television filming procedure, it is designed to augment the present code of the NARTB. In a brief rundown of the code, Mr. Gilford said that the television producer has a responsibility to the public "far greater" than that of any entertainment medium ever before devised.

A resolution was introduced by D. Brandon Bernstein, acting on behalf of NAB, that a National Code Commission be established, comprising members from all the professional groups and the public, to meet at regular intervals and discuss grievances "if any may arise" and to "resolve them to the mutual benefit and interest" of all concerned.

Mr. Bernstein reported that the NAB, a non-profit and non-political organization "definitely opposed to censorship" of any kind, will distribute the proposed code throughout the nation and record popular reaction.

Members of Committee

Martin Leeds was named chairman of the committee to study the code. Other members: Jack Warner Jr., Warner Bros.; Mr. Bernstein; Morton Scott, Republic Studios; Sam Schnitzer, 20th Century-Fox; Richard St. John, Alliance of Television Producers; T. Freebairn-Smith, Academy of Television Arts & Sciences, and Mr. Gilford.

In addition to Messrs. Lewis and Gilford, tv producers William Self, Mr. Leeds and William Stephens completed the NSTP representatives at the meeting. NAB delegates, in addition to Mr. Bernstein, included Mrs. Joseph Wenger, past president of the California Federation of Women's Clubs, and Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education. Harold See, chairman of the NARTB film committee, represented that organization in an unofficial capacity.

Mr. See said he saw no need for another code inasmuch as the NARTB television and motion picture codes were already operating. He suggested film producers publicly acknowledge, as NARTB associate members, that their productions will be in keeping with the principles embodied in the NARTB tv code.

Also attending the meeting were 27 representatives of various media organizations.

Sally Kean, Pat Kielty Appointed to NARTB Posts

NARTB last week named Sally Ball Kean as editor of publications in the association's publicity and informational services department, replacing Fran Riley, who has resigned to join Ted Bates & Co., New York.

Patricia Kielty was named special projects editor in the same department. Both Mrs. Kean and Miss Kielty will report to Joseph M. Sitrick, manager of publicity and informational services, according to Harold E. Fellows, NARTB president.

Mrs. Kean joined NARTB in September 1953 as assistant manager of information after serving with WOL Washington, D. C., WGAY Silver Spring, Md., and on the public relations staff of the District of Columbia chapter of the American Red Cross. She is a graduate of William Woods College, Fulton, Mo., and the U. of Missouri School of Journalism.

Miss Kielty joins NARTB after four years with B•T, where she served in the Washington and New York bureaus, and before that, with the *Washington* (D. C.) *Times-Herald*. She was graduated from Marymount College, Tarrytown, N. Y., with a bachelor's degree, and Catholic U., Washington, with a master's degree. A native of Wilkes-Barre, Pa., she has been a resident of Washington for six years.

iddle:

Why is nighttime radio like taking a bath?

It's so very personal! Once upon a time, radio listening was a "family affair." The family had one radio. The family listened *as one*. Nowadays, you catch radio by yourself. In your car. Your kitchen. Your bedroom. Your cellar workshop. In short, radio has become the *personal medium*. And ABC Radio has developed an entirely new concept of *personalized* nighttime programing!

NEW SOUNDS FOR YOU

- **LISTEN!** A brand-new idea in radio programing, designed for today's listening habits.
- **LISTEN!** It's the up-to-the-minute way to *buy* network radio . . . full sponsorship of regularly scheduled program segments. Only $800 buys a complete program segment, on the full ABC Radio Network.
- **LISTEN!** On the phone or in person your ABC Radio Network salesman can give you the exciting story of personalized listening—the new sounds for you.

LISTEN . . . the new sound of ABC Radio

Radio Advertising Bureau Moves to New Location

RADIO ADVERTISING BUREAU has moved into new offices in the Marion Davies Bldg., 460 Park Ave., New York. RAB had been at 270 Park Ave. since its beginning 10 years ago as Broadcast Advertising Bureau.

The new quarters will occupy approximately 5,000 sq. ft. of floor space and will include facilities for the preparation of visual aids, color slide presentations and general art work for the bureau's member stations. The extra space will also be utilized in expanding its library, RAB stated.

Pennsylvania AWRT Meets

OVER 85 women attended the fourth annual conference of the Pennsylvania chapters of American Women in Radio & Television at the Brodhead Hotel, Beaver Falls, Oct. 21-23. Gertrude Trobe, director of women's activities for WBVP Beaver Falls, was chairman of the conference which featured an address by Jane Dalton, WSPA Spartanburg, S. C., president of AWRT.

Catholic Group to Convene

THE Catholic Apostolate of Radio, Television & Advertising will hold its eighth annual communion breakfast of the radio and tv industry Sunday, Nov. 20, at 10 a.m. in the Grand Ballroom of New York's Waldorf-Astoria. The breakfast will be preceded by a 9 a.m. mass at St. Patrick's Cathedral.

BROADCASTING
TELECASTING
1956
BROADCASTING YEARBOOK MARKETBOOK

Money-back guarantee

If you send us copy before December 1, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!

AYRES BECOMES HEAD OF NBC RADIO; DURGIN EXECUTIVE V. P. OF ABC RADIO

Other promotions at ABC Radio involve Accas, Eckstein, Seton and Riddleberger. Mr. Ayres takes over post at NBC vacated earlier this year by Fineshriber, will report to Robert W. Sarnoff.

NBC RADIO CHIEF

For an account of the career of Charles T. Ayres, see OUR RESPECTS, page 18.

A SHUFFLE of top radio executives last week placed Charles T. Ayres, who resigned as executive vice president in charge of ABC Radio, as head of NBC Radio.

Mr. Ayres was succeeded at ABC Radio by Don Durgin who formerly directed ABC's sales development and research departments. At the same time, ABC President Robert Kintner announced a group of promotions within the company. Gene Accas, formerly director of advertising, promotion and publicity, succeeded Mr. Durgin. Mr. Accas' former assistant, John H. Eckstein, was moved up to director of advertising and promotion, and Adolph L. Seton, named manager of publicity only a few weeks ago, assumed full responsibility for publicity. In another appointment, Stephen C. Riddleberger, of ABC's cost control unit, becomes business manager of ABC Radio, a newly created post, effective Nov. 7.

DON DURGIN

Messrs. Durgin, Accas, Eckstein and Seton will report directly to Mr. Kintner.

At NBC, the appointment of Mr. Ayres was announced by Executive Vice President Robert W. Sarnoff, who had been directing the radio operation in addition to his regular responsibilities since last February when William H. Fineshriber Jr. resigned as vice president in charge of the radio network. Mr. Fineshriber's exodus occurred in the midst of an NBC revamp of its radio operation from which subsequently has come *Monitor*, the weekend radio service, and *Weekday*, a daytime service patterned after *Monitor* that starts today (Monday).

Mr. Ayres, who was to have been elected a vice president at an NBC board of directors meeting last Friday, will report directly to Mr. Sarnoff.

During the time Mr. Ayres was in charge of the radio network at ABC, a post he assumed only a year ago last April, the network's new program concept, *New Sounds for You*, was developed. The programming resembles NBC's *Monitor* in that it presents diverse fare.

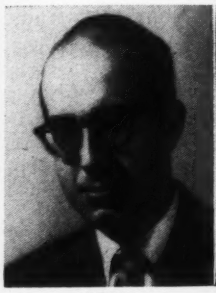
Mr. Ayres joined ABC in the spring of 1948, moving up in a rapid series of promotions by becoming eastern sales manager of ABC Radio in June of that year, director of radio sales in October 1950 and in May 1951 elected a vice president and placed in charge of radio sales.

Before joining ABC, Mr. Ayres was vice president and general manager of the radio and tv department of Ruthrauff & Ryan Inc. He was with R&R for 13 years after having been associated with Hanff-Metzer Inc., advertising agency (now Buchanan & Co.) for seven years. Before entering the agency field, he had been a salesman for National Carbon Co.

Mr. Durgin, together with associates in sales development and research, is credited by the network for the creation and development of the *New Sounds* programming which started Oct. 26. He started as a tv sales development writer, and subsequently rose through various positions including manager of owned and operated station sales development, director of television sales development and finally in Septem-

[*Networks continues on page 78*]

NEW PROMOTIONS AT ABC

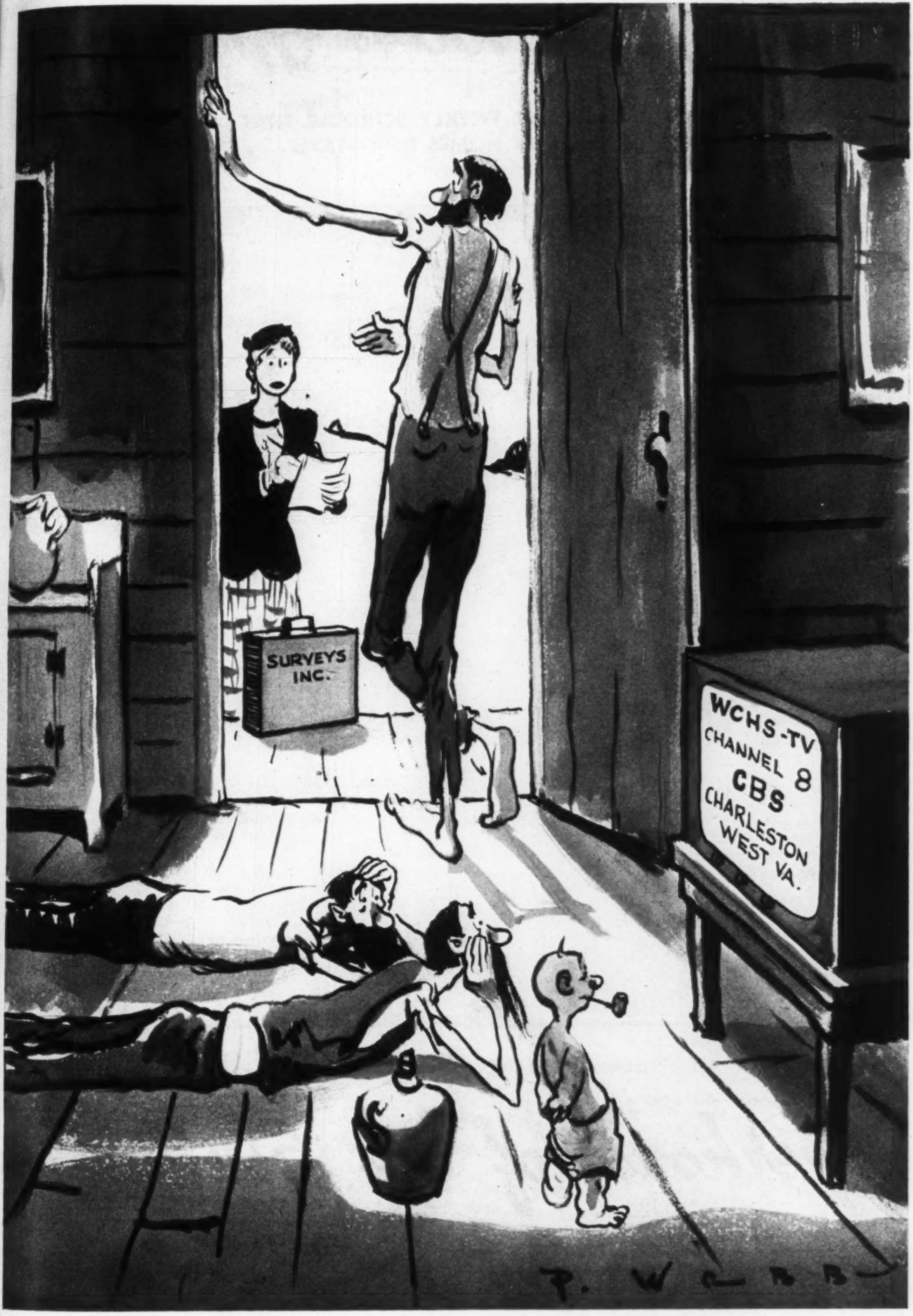


ACCAS

ECKSTEIN

SETON

RIDDLEBERGER


SURVEY'S INC.
WCHS-TV
CHANNEL 8
CBS
CHARLESTON
WEST VA.
P. WEBB

"You mean to tell me they got other stations too? What in tarnation fer?"

Night Time 100% Sponsored

THE NUCLEUS OF A 114-HOUR WEEKLY SCHEDULE THAT SERVES AND SELLS 161,360* TV HOMES IN 4 STATES.

**Television Magazine—Nov., 1955*

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		SUNDAY
						ANNIE OAKLEY Carnation		YOU ARE THERE ECAP P. & G. THIS IS YOUR LIFE
	DOUG EDWARDS A.H.P.	DOUG EDWARDS Pall Mall	DOUG EDWARDS Ronson	DOUG EDWARDS Pall Mall	DOUG EDWARDS Ronson	PEOPLE ARE FUNNY Toni Papermate	GRAND OLE OPRY Purina	GUY LOMBARDO Dillard's
6:30	ROBIN HOOD Wildroot J. & J.	NAME THAT TUNE Whitehall	MOVIE QUICK QUIZ Dillard's	LONE RANGER Gen. Mills A.D.A.	FRANK LEAHY Dupont	FRONTIER Reynolds		PRIVATE SECRETARY Lucky Strike Lucky Strike JACK BENNY
7:00	TV READERS DIGEST Studebaker-Packard	TEXAS IN REVIEW Humble Oil	ARTHUR GODFREY AND HIS FRIENDS Toni CBS-Columbia Kellogg Prestone Pillsbury	BISHOP SHEEN Admiral	CITY DETECTIVE Falstaff	STAGE SHOW Nestle		ED SULLIVAN SHOW Lincoln-Mercury
7:30	BURNS & ALLEN Carnation Toni TALENT SCOUTS	EDDY ARNOLD Butternut		CLIMAX and SHOWER OF STARS Chyrsler Corp.	CRUSADER Camels	JACKIE GLEASON Buick		
8:00	I LOVE LUCY P. & G. Gen. Foods	DANNY THOMAS Dodge Pall Mall	MILLIONAIRE Colgate		CROSSROADS Chevrolet	TWO FOR THE MONEY Old Gold Sheaffer		G.E. THEATRE G.E.
8:30	DECEMBER BRIDE Gen. Foods	RED SKELTON Pet Carter MEET MILLIE	I'VE GOT A SECRET Winston	FOUR-STAR PLAYHOUSE Bristol-Myers Singer	PLAYHOUSE OF STARS Schlitz	IT'S ALWAYS JAN P. & G.	STAR JUBILEE Ford	HITCHCOCK PRESENTS Bristol-Myers
9:00	MR. AND MRS. NORTH Holsum	$64,000 QUESTION Revlon	STEEL HOUR U.S. Steel G.E. 20th CENTURY FOX HOUR	BOB CUMMINGS Winston	THE LINEUP P. & G. Viceroy	GUNSMOKE Chesterfield		APPOINTMENT WITH ADVENTURE Kent Revlon
9:30	BADGE 714 Evergreen Mills	MY FAVORITE HUSBAND Frigidaire		CELEBRITY PLAYHOUSE Dillard's	PERSON TO PERSON Elgin Remington WHAT'S MY LINE	DAMON RUNYON THEATRE Budweiser		HIGHWAY PATROL Lion Oil
10:00	GROUCHO MARX DeSoto	MASQUERADE PARTY Esquire Geritol	MILTON BERLE MARTHA RAYE Whirlpool Sunbeam RCA Chevrolet BOB HOPE BETTY HUTTON	LORETTA YOUNG P. & G.	DOLLAR A SECOND Mogen David	HIT PARADE Lucky Strike Hudnut		BREAK THE BANK Dodge
10:30	JUSTICE Tareyton	IT'S A GREAT LIFE Chrysler		PEOPLE'S CHOICE Borden	CAMERA FOUR Kay's	LAWRENCE WELK SHOW Dodge		THE WORLD TOMORROW Armstrong
								THE HUNTER Talon

PROOF OF ADVERTISER ACCEPTANCE ON THE

Powerhouse of the Southwest

100,000 WATTS

CBS INTERCONNECTED ABC

Now Telecasting Network Color

KCMC-TV

CHANNEL 6 TEXARKANA TEXAS • ARKANSAS

Represented By
Venard, Rintoul & McConnell, Inc.

Walter M. Windsor, General Manager

B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

OVEMBER 1955

Total U. S. Stations on Air: 451
(Commercial: 434; Educational: 17)
Total Cities With Tv Stations: 290
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

DALUSIA†—
WAIQ (*2) 3/9/55-Unknown
INGHAM—
WABT (13) NBC, ABC; Blair; 353,800; N; $750
WBIQ (*10)
WBRC-TV (6) CBS; Katz; 361,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
CATUR†—
WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
THAN†—
WTVY (9) CBS, ABC; Young; 22,800; $150
OBILE—
WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
WKRG-TV (5) CBS; Avery-Knodel
NTGOMERY—
WCOV-TV (20) CBS, ABC, DuM; Raymer; 71,000; $200
WSFA-TV (12) NBC; Katz; 114,525; N; $350
NFORD†—
WTIQ (*7)
MA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

SA (PHOENIX)—
KVAR (12) NBC; Raymer; 140,890; N; $450
OENIX—
KOOL-TV (10) CBS; Hollingbery; 140,890; N; $500
KPHO-TV (5) DuM; Katz; 140,890; N; $450
KTVK (3) ABC; Weed; 167,000; LF, LS; $400
CSON—
KOPO-TV (13) CBS; Hollingbery; 50,100; $250
KVOA-TV (4) ABC, NBC; Raymer; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown
MA†—
KIVA (11) CBS, NBC; Raymer; 27,313; $200

ARKANSAS

DORADO†—
KRBB (10) NBC; Pearson; 2/24/54-11/28/55
T SMITH—
KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
NESBORO†—
KBTM-TV (8) 1/12/55-Unknown
TLE ROCK—
KARK-TV (4) NBC; Petry; 118,694; N; $400
KATV (7) (See Pine Bluff)
KTHV (11) CBS; Branham; 11/20/54-11/27/55
NE BLUFF—
KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
XARKANA—
KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 95,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
► KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair; 26,800; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 167,000; N; $500
► KMJ-TV (24) NBC; Raymer; 167,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,240,384; $1,500
► KCOP (13) Weed; 2,240,384; $1,250
► KHJ-TV (9) DuM; H-R; 2,240,384; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,240,384; N, LS, LF, LL; $2,700
► KRCA (4) NBC; NBC Spot Sls.; 2,240,384; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,240,384; LS, LF, LL; $1,500
► KTTV (11) Blair; 2,240,384; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 375,693; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 371,000; $650
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
► KFSD-TV (10) NBC, ABC; Katz; 407,000; N; $700
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,158,990; $1,200
► KPIX (5) CBS; Katz; 1,158,990; N; $1,250
► KRON-TV (4) NBC; Free & Peters; 1,158,990; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 300,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 95,918; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,160,910; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) Young; 215,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Hollingbery; 60,688; $200
► KRDO-TV (13) NBC; Avery-Knodel; 45,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 317,901; $600
► KLZ-TV (7) CBS; Katz; 317,901; N; $700
► KOA-TV (4) NBC; Petry; 317,901; N; $650
► KTVR (2) DuM; Hoag-Blair; 317,901; N; $400
KRMA-TV (*6) 7/1/53-Jan. '56
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 14,372; $120
PUEBLO—
► KCSJ-TV (5) NBC; Avery-Knodel; 57,350; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

HARTFORD—
► WGTH-TV (18) CBS, ABC, DuM; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

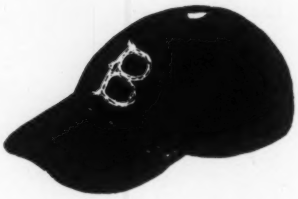
WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 752,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 688,880; N; $1,500
► WTTG (5) DuM; H-R; 670,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-Jan. 1, '56
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 244,120 (also Miami); $400
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 520,386; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 250,381; N; $500
► WTHS-TV (*2)
► WTVJ (4) CBS; Free & Peters; 339,600; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair; 111,875; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; $250
► WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Weed; 175,874; $325
TAMPA—
► WFLA-TV (8) NBC; Blair; 214,589; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 198,500; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 301,875; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 462,000; N; $850
► WLWA (11) ABC; Crosley Sls.; 506,475; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote



each one is ***different***

Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

Interpreting these differences in ways that benefit both station and advertiser is a prime aim of quality representation. The effectiveness of Harrington, Righter and Parsons in achieving it is built upon applied knowledge, drive, and *exclusive* attention to one medium.

Promises are no substitute for performance. Quality representation is synonymous only with performance. These stations can tell you.

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

B·T TELESTATUS

USTA—
JBF (6) NBC, ABC; Hollingbery; 181,300; N;
$250
RDW-TV (12) CBS; Headley-Reed; 154,400;
$250
UMBUS—
DAK-TV (28) NBC, ABC, DuM; Headley-
Reed; 136,959; N; $220
RBL-TV (4) CBS, ABC; Hollingbery; 187,327;
N; $300
ON—
MAZ-TV (13) CBS, ABC; NBC (per program
basis); Avery-Knodel; 108,103; N; $300
OKA (47) See footnote
E†—
OM-TV (9) McGillvra; 174,330; $150
NNAH—
TOC-TV (11) CBS, ABC; Avery-Knodel; 150,-
02; $250
SAV-TV (3) 1/26/55-Unknown
MASVILLE†—
CTV (6) CBS, NBC; Meeker; 60,000; $200

IDAHO

E†—
BOI-TV (2) CBS; Free & Peters; 54,350; $150
IDO-TV (7) ABC, NBC; Hoag-Blair; 44,000;
$250
O FALLS†—
D-TV (3) CBS, ABC, NBC; Gill-Perna;
0,808; $175
STON†—
LEW-TV (3) 2/9/55-11/1/55
FALLS†—
IX-TV (11) CBS, ABC; Gill-Perna; Moore
& Lund; 13,900

ILLINOIS

MINGTON—
BLN (15) McGillvra; 113,242; $200
MPAIGN—
CIA (3) CBS, NBC; Hollingbery; 335,080; N;
$700
AGO—
BBM-TV (2) CBS, CBS Spot Sls.; 2,323,200;
N; $3,300
BKB (7) ABC; Blair; 2,237,900; $2,200
GN-TV (9) Hollingbery; 2,325,000; $1,500
NBQ (5) NBC; NBC Spot Sls.; 2,286,000; LS,
LF; $3,700
TTW (*11)
HFC-TV (26) 1/8/53-Unknown
IND-TV (20) 3/9/53 Unknown
OPT (44) 2/10/54-Unknown
VILLE—
DAN-TV (24) ABC; Everett-McKinney; 50,-
00; $150
ATUR—
TVP (17) ABC, NBC; Bolling; 171,500; $300
NSTON†—
TLE (32) 8/12/53-Unknown
ISBURG†—
SIL-TV (22) ABC; Walker; 30,000; $150
IA—
EEK-TV (43) NBC; Headley-Reed; 244,420;
N; $400
TVH (19) CBS, ABC; Petry; 231,056; N; $350
IRL Tv Co. (8) Initial Decision 11/5/54
NCY† (HANNIBAL, MO.)—
GEM-TV (10) ABC, NBC; Avery-Knodel;
50,000; N; $200
HQA-TV (7) See Hannibal, Mo.
KFORD—
REX-TV (13) CBS, ABC; H-R; 260,050; N;
$400
TVO (39) NBC, DuM;; Headley-Reed; 116,000;
$250
K ISLAND (DAVENPORT, MOLINE)—
HBF-TV (4) CBS, ABC; Avery-Knodel; 273,-
10; N; $700
NGFIELD—
ICS (20) ABC, NBC, DuM; Young; 103,580;
$250
ngamon Valley Tv Corp. (2) Initial Decision
11/30/54
ANA†—
ILL-TV (*12)

INDIANA

ERSON†—
CBC-TV (61) 2/2/55-Unknown
OMINGTON—
TTV (4) ABC, NBC; Meeker; 672,142 (also
Indianapolis); N; $800
HART—
SJV (52) ABC; H-R; 208,319; $300
NSVILLE—
FIE (62) ABC, NBC, DuM; Venard; 100,273;
$300
EHT (50) See Henderson, Ky.
vansville Tv Inc. (7) Initial Decision 10/4/54
T WAYNE—
KJG-TV (33) NBC, DuM; Raymer; 138,070; N;
$400
INT (15) See Waterloo
ANE-TV (69) Bolling; 9/29/54-Unknown
ANAPOLIS—
FBM-TV (6) NBC; Katz; 660,000; N, LF, LS;
$960
ISH-TV (8) CBS; Bolling; 660,000; N; $1,000
TTV (4) See Bloomington
id-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,000; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 165,240; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC, CBS; Weed; 315,600; N; $550
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 305,310; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz
► WHO-TV (13) NBC; Free & Peters; 280,500; N; $650
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150
MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200
OTTUMWA†—
KTVO (3) Bolling; 12/16/53-Unknown
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 154,642; N; $300
WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225
HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 138,300; $250
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 470,084; N; $400
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KARD-TV (3) Petry; 260,000; N, LF, LS; $350
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 91,409; N; $250
LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,180; $250
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200
LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC, DuM; H-R; 250,500; N; $300

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 355,798; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 93,500; $300
► KTBS-TV (3) NBC; Petry; 167,135

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300
PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 627,380; $975
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS; Burn-Smith; 53,495; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,361,830; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,361,830; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250
PITTSFIELD†—
► WMGT (19) DuM, ABC; Walker; 175,886; $250
SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 195,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 192,500; N; $400
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $500
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 319,241; $300
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,700
► CKLW-TV (9) CBC, DuM; Young; 1,550,000; $1,100. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
►WKAR-TV (*60) 58,000
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Dec. '55
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 549,149; N; $1,050
WMCN (23) 9/2/54-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 594,200; N; $1,000
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry: 435,980; N; $800
► WTOM-TV (54) DuM, ABC; McGillvra; 60,850; $200
MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 150,000; N; $300
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 46,591; $100

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

New Tv Stations

THE following tv stations started regular programming within the past month: WDBJ-TV Roanoke, Va. (ch. 7), WTVS (TV) Detroit (educ. ch. 56).

TV

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY	
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS
Noon		Ideal Toy Winky Dink and You L 12:15-30 p.m. Sust.	Hartz Capt. Hartz L		G M.-Toni Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L		G. M.-Toni Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L		G. M.-Toni Wssn Oil Valiant Lady
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life
12:30	Faith for Today	Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L
1:00	College Press Conference		American Forum L		*Jack Paar Show F*			*Jack Paar Show F*			*Jack Paar Show F*
1:15											
1:30	*Dean Pike*		*Frontiers of Faith L*		P&G Love Story			P&G Love Story			P&G Love Story
1:45											
2:00	National Football League Games L Falstaff		*American Inventory L*		Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)
2:15											
2:30			Gen. Dynamics Corp. Youth Wants To Know L		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)
2:45											
3:00		Talkaround Sust.	*Dr. Spock L*		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th
3:15											
3:30		Adventure	*Zoo Parade L*		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)
3:45											
4:00		Face the Nation	Nov. 6 NBC Opera Theatre Nov. 13 Gen. Motors Wide, Wide World L Nov. 20 Hallmark Maurice Evans Presents L		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day
4:15					Am. Home Pr. Secret Storm	Jergens Co. First Love L		Am. Home Pr. Secret Storm	Jergens Co. First Love L		Am. Home Pr. Secret Storm
4:30		Let's Take a Trip			P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L		P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L		P&G On Your Account
4:45						Col.-Pal. Modern Romances L			Col-Pal. Modern Romances L		
5:00	Chunky Chcolate Super Circus L			Mickey Mouse Club (see footnote)	Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show L*	Mickey Mouse Club (see footnote)	Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show L*	Mickey Mouse Club (see footnote)	Gen. Mills Barker Bill's Cartoons
5:15											
5:30			Heinz Capt. Gallant F			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)		
5:45											
EVENING											
6:00			Johns Manville Pan Amer. Meet the Press L								
6:15											
6:30		Electric Cos. Prudential You Are There L	Gen. Foods Roy Rogers F								
6:45					Whitehall News L			Pall Mall News L			Ronson News L
7:00	Skippy Peanut Butter You Asked For It	Campbell Soup Kellogg Lassie F	Chrysler It's A Great Life F	*Kukla, Fran & Ollie*			*Kukla, Fran & Ollie*			*Kukla, Fran & Ollie*	
7:15				Miles Labs Daly-News	Whitehall News L	Asso. Prods. Webcor Tony Martin	Tidewater Oil Daly-News	Pall Mall News L		Miles Labs Daly-News	Ronson News L
7:30	Famous Film Festival (Participating)	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F	Standard Brands (Alt. wks.) Topper	Johnson & Johnson Wildroot Robin Hood F		L&M Gen. Elec. Monsanto Warner Bros. Presents	Whitehall Name That Tune	Chevrolet Dinah Shore Show L	American Motors American Dairy Derby Foods Disneyland	*Brave Eagle*
7:45						Camel Caravan L			Camel News Caravan L		
8:00		Lincoln-Mercury Dealers The Ed Sullivan Show L	Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars	Studebaker Packard TV Readers Digest F	Carnation Gen. Mills Burns & Allen L	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L		R. J. Reynolds Amana You'll Never Get Rich	Sunbeam RCA Whirlpool M. Raye Show M. Berle Show Chevrolet Chevy Show L		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury
8:15											
8:30				Firestone Voice of Firestone L	Lvr.-Lptn. Toni Co. Godfrey's Talent Scouts		Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp	Maytag Co. (Alt. wks.) Sheaffer Navy Log F		Gen. Foods American Tobacco M-G-M Parade	
8:45											
9:00	Emerson Drug Lentheric Chance of a Lifetime	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	*Dotty Mack Show L*	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	P&G J. Wyman's Fireside Theatre F	Pharmaceuticals Inc. Knomark Masquerade Party	Colgate The Millionaire F
9:15											
9:30	Pharmaceuticals Ted Mack Amateur Hour	Bristol-Myers Hitchcock Presents F		CIBA Medical Horizons	General Foods December Bride	Johnson Wax alt. with Schick	duPont Cavalcade Theatre	L.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights Hour L	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L
9:45											
10:00	Pharmaceuticals Life Begins at 80	P. Lorillard Appointment With Adventure	Kleenex P&G Loretta Young F	*The Big Picture*	Westinghouse Studio One L	Robert Montgomery Presents L	Outside U.S.A.	Revlon The $64,000 Question L		Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F
10:15											
10:30		Jules Montenier Remington What's My Line L	American Tobacco Justice L					G.M. Frigidaire My Favorite Husband	Lever Bros. A.C. Spark Plug Big Town F		
10:45											

THURSDAY		FRIDAY			SATURDAY			
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AFTERNOON
G.M.-Toni Wssn Oil Valiant Lady	*Tennessee Ernie Ford L*		G.M.-Toni Wssn Oil Valiant Lady	*Tennessee Ernie Ford L*		National Dairy The Big Top L		Noon
Amer. Home Products Love of Life			Amer. Home Products Love of Life					12:15
P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L				12:30
P&G Guiding Light L			P&G Guiding Light L					12:45
Jack Paar Show F			*Jack Paar Show F*			Gen. Mills The Lone Ranger F		1:00
								1:15
P&G Love Story			P&G Love Story			Lever Bros. Uncle Johnny Coons L		1:30
								1:45
Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)			R. J. Reynolds 11/12 only Amana Refrig. Inc. Intercollegiate Football Games L	Pressbox Preview Co-op L	2:00
							Avco Gen. Cigar Schick Co-op NCAA Football Games L	2:15
Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)					2:30
								2:45
Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L				3:00
								3:15
Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)					3:30
								3:45
P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L				4:00
Am. Home Pr. Secret Storm	Jergens Co. First Love L		Am. Home Pr. Secret Storm	Jergens Co. First Love L				4:15
P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L		P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L				4:30
	Col-Pal. Modern Romances L			Col-Pal. Modern Romances L				4:45
Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show L*	Mickey Mouse Club (see footnote)	Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show L*			Dow Chmcl. Football Scoreboard	5:00
								5:15
	Howdy Doody (See Footnote)			Howdy Doody (See Footnote)				5:30
								5:45
								EVENING
						Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L	6:00
								6:15
			Ronson News L					6:30
Pall Mall News L								6:45
		Kukla, Fran & Ollie	Ronson News L			Wrigley Gene Autry Show F		7:00
Pall Mall News L		Miles Labs Daly-News	Col.-Pal. 11-11 Only Adventures of Champion					7:15
Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L	National Biscuit Rin Tin Tin F		Coca-Cola Eddie Fisher Show L	Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week)	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L	7:30
	Camel News Caravan L			Plymouth News Caravan L				7:45
R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	Hotpoint Quaker Oats Ozzie and Harriet	General Foods Mama L	P. Lorillard Truth or Consqnces. F		Nestle Stage Show L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L	8:00
								8:15
Chrysler Motors Climax—Shower of Stars L	Borden Co. The People's Choice F	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F		Buick Jackie Gleason in Honeymooners		8:30
								8:45
	Chesterfield Dragnet F	Wine Corp. Dollar A Second	R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F	Dodge Div. The Lawrence Welk Show L	P. Lorillard Sheaffer Two for the Money L	Toni Papermate People Are Funny F	9:00
								9:15
Singer Sew'g Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F		P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F	9:30
								9:45
General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert	Brown & Williamson P&G The Lineup F	Gillette Cavalcade of Sports L	*Tomorrow's Careers L*	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L	10:00
								10:15
American Home Prod. "Wanted"			Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L		Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade	10:30
								10:45

MORNING

SATURDAY

CBS: Winky Dink and You, 10:30-11 p.m.; Capt. Midnight (Wander Co.), 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.; Carnival Contest, 11:15-12 noon.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. C. H. Masland, Masland exp. 11/9, Lever Bros. st. 11/16, Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. Serta st. 11/14, alt. wks. A. E. Staley, Tue. Kellogg, Wed. Simoniz, Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina.
Arthur Godfrey
10:30-45 a.m. Mon. Minnesota Mining Mfg., Tue. Chef Boy-Ar-Dee, Wed.—Corn Prod., Thur.—Dow Chemical.
10:45-11 a.m. M. & W.—Bristol Myers. Tue. & Thu.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros., Tue. & Thu. Frigidaire.
11:15-30 a.m. — Mon.-Thu. — Pillsbury.
Robert Q. Lewis—2-2:15 p.m., Wed. Corn Prod., exp. 11/16 Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus
House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.
Bob Crosby — 3:30-45 p.m. Mon. Scott Paper Co., Tue. Larsen, alt. wks. Carnation, Wed. Simoniz, Thu. Toni, Fri. S.O.S., alt. wks. Gerber.
3:45-4 p.m., Mon., Wed., Fri. —General Mills. Tue.—Miles Labs, Thu.—Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m. — Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Weed; 125,000; $300.
► WLBT (3) NBC; Hollingbery; 146,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, ABC; Headley-Reed; 145,390; N; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 99,320; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 164,220; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 123,783; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 100,444; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 520,732; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 520,732; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 520,732; N, LS, LF, $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 141,731; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 839,370; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; 406,464; $400
► KWK-TV (4) CBS, ABC; Katz; 725,000; N; $1,200
WIL-TV (42) 2/12/53-Unknown

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,570; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, 24,500; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 20,708; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Dec. '55

HAYES CENTER†—
KHPL-TV (6) 9/21/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, DuM; Meeker; 80,037; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 132,527; $300
► KUON-TV (*12) 82,036

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 322,792; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 30,000; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
►WMUR-TV (9) ABC, CBS, DuM; Weed; 469,017; $350

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 64,488; $300
► KOAT-TV (7) ABC; Hollingbery; 58,678; $200
► KOB-TV (4) NBC; Branham; 64,488; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 31,597; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $300
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 400,470; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 479,051 (plus 529,194 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC, DuM; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 946,203 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 76,900; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 39,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 320,000 (includes 60,000 Canadian coverage); N; $800.
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,500; N; $600
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 453,300; N;

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,1 N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 196,650; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000;
► WLOS-TV (13) ABC; Venard; 372,180; $300

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 497,775; N, LS, LF; $900
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision Aug. 2

DURHAM—
► WTVD (11) NBC, ABC; Petry; 275,690; N;

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 345,957; N, LF; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 142,820;

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/

WASHINGTON†—
► WITN (7) NBC; Headley-Reed; 140,000; N;

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 91,985; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 656,675; $550
► WTOB-TV (26) ABC; H-R; 110,555; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC; Hoag-Blair; 29,50 $200
KBMB-TV (12) Weed; 5/18/55-Nov. '55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 6 660; $300

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,00 $200
Meyer Broadcasting Co. (10) 10/5/55-Unknow

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 92,000; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decisio 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Branham; 767,729; $1,2
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Branham; 1,185,560; N; $1,00
► WNBK (3) NBC; NBC Spot Sls.; 1,215,000; N LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 470,350; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $8
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,33 N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—

WEOL-TV (31) 2/11/54-Unknown

LIMA—

► WIMA-TV (35) NBC, CBS, ABC; H-R; 82,638; $150

MANSFIELD†—

WTVG (36) 6/3/54-Unknown

ASSILLON†—

WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—

► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,074,415; $400

► WTRF-TV (7) See Wheeling

OLEDO—

► WSPD-TV (13) CBS, ABC, NBC; Katz; 376,890; N; $1,000

WTOH-TV (79) 10/20/54-Unknown

OUNGSTOWN—

► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350

► WKBN-TV (27) CBS, ABC, DuM; Raymer; 173,310; N; $350

Community Telecasting Co. (73) 11/2/55-Unknown

ANESVILLE—

► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

DA—

► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,450; N; $225

RDMORE†—

KVSO-TV (12) 5/12/54-Unknown

NID—

► KGEO-TV (5) ABC; Pearson; 223,000; N; $225

AWTON†—

► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

USKOGEE†—

► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

KLAHOMA CITY—

► KTVQ (25) ABC; McGillvra; 167,381; $225

► KWTV (9) CBS, ABC; Avery-Knodel; 350,500; N; $750

► WKY-TV (4) NBC, ABC; Katz; 357,316; N, LS, LF, LL; $800

KETA (*13) 12/2/53-Unknown

ULSA—

► KOTV (6) CBS; Petry; 302,912; N; $750

► KVOO-TV (2) NBC; Blair; 298,615; N; $700

KOED-TV (*11) 7/21/54-Unknown

KCEB (23) See footnote

KSPG (17) 2/4/54-Unknown

OREGON

UGENE—

► KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 61,310; $300

LAMATH FALLS†—

KFJI-TV (2) Grant; 12/2/54-Fall '55

EDFORD—

► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 30,100; $200

ORTLAND—

► KLOR (12) ABC; Hollingbery; 280,000; N; $500

► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700

► KPTV (27) NBC; NBC Spot Sls.; 336,157; N, LF, LS; $700

KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

OSEBURG†—

KPIC (4) 6/8/55-May '56

ALEM†—

KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

LLENTOWN†—

WFMZ-TV (67) See footnote

WQCY (39) Weed; 8/12/53-Unknown

LTOONA—

► WFBG-TV (10) CBS, ABC, NBC; H-R; 537,452; $600

ETHLEHEM—

► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

ASTON†—

► WGLV (57) ABC, DuM; Headley-Reed; 90,210; $150

RIE—

► WICU (12) NBC, ABC; Petry; 218,500; N; $700

► WSEE (35) CBS, ABC; Avery-Knodel; 85,000; N; $200

ARRISBURG—

► WCMB-TV (27) Forjoe; $200

► WHP-TV (55) CBS; Bolling; 193,002; $325

► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

AZLETON†—

WAZL-TV (63) Meeker; 12/18/52-Unknown

OHNSTOWN—

► WARD-TV (56) ABC, CBS, DuM; Weed; $200

► WJAC-TV (6) NBC, CBS, ABC; Katz; 908,287; N, LS, LF; $825

LANCASTER—

► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200

WWLA (21) 5/7/53-Unknown

LEBANON†—

WLBR-TV (15) See footnote

NEW CASTLE—

WKST-TV (45) See footnote

PHILADELPHIA—

► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000

► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875

► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200

WPHD (23) 9/28/55—Unknown

PITTSBURGH—

► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700

► WENS (16) ABC, CBS, NBC; Branham; 375,000; $400

► WQED (*13)

WTVQ (47) Headley-Reed; 12/23/52-Unknown

WKJF-TV (53) See footnote

WIIC (11) CBS; Blair; 7/20/55-12/23/55

READING—

► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450

WEEU-TV (33) See footnote

SCRANTON—

► WARM-TV (16) ABC; Hollingbery; 200,000; $225

► WGBI-TV (22) CBS; Blair; 260,000; $400

► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—

WSHA (39) 1/27/54-Unknown

SUNBURY†—

WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—

► WBRE-TV (28) NBC; Headley-Reed; 271,000; N; $450

► WILK-TV (34) ABC, DuM; Avery-Knodel; 270,000; N; $300

WILLIAMSPORT†—

WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—

► WNOW-TV (49) DuM; Keller; 106,700; $200

► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—

► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000

► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000

WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—

► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—

WACA-TV (15) 6/3/53-Unknown

CHARLESTON—

► WCSC-TV (5) CBS, ABC; Free & Peters; 212,637; N; $300

► WUSN-TV (2) NBC, DuM; H-R; 193,500; $300

COLUMBIA—

► WCOS-TV (25) ABC; Headley-Reed; 96,000; $200

► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400

► WNOK-TV (67) CBS; Raymer; 90,000; $200

FLORENCE—

► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 153,560; $300

GREENVILLE—

► WFBC-TV (4) NBC; Weed; 387,044; N; $475

► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—

WSPA-TV (7). CBS; Hollingbery; 11/25/53-Jan. '56

SOUTH DAKOTA

FLORENCE†—

► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—

► KOTA-TV (3) ABC, CBS, NBC, DuM; Headley-Reed; 7,620; $150

SIOUX FALLS—

► KELO-TV (11) NBC, ABC, CBS; H-R; 159,278; $450

TENNESSEE

CHATTANOOGA —

► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 154,413; N; $400

Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—

► WDXI-TV (7) CBS; Burn-Smith; 96,000; $200

JOHNSON CITY—

► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—

► WATE (6) NBC, ABC, Avery-Knodel; 228,440; N; $500

► WTVK (26) CBS, ABC; Pearson; 171,900; N; $250

WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—

► WHBQ-TV (13) CBS, ABC; Blair; 379,747; $700

► WMCT (5) NBC, ABC, DuM; Branham; 362,929; N; $900

WREC Bcstg. Service (3) Katz; 5/26/55-Dec. '55

NASHVILLE—

► WLAC-TV (5) CBS; Katz; 337,858; N; $550

► WSIX-TV (8) ABC; Hollingbery; 276,040; $425

► WSM-TV (4) NBC; Petry; 276,040; N; $600

TEXAS

ABILENE—

► KBRC-TV (9) NBC, ABC, DuM; Pearson; 58,260; $225

AMARILLO—

► KFDA-TV (10) CBS, ABC; H-R; 78,279; $250

► KGNC-TV (4) NBC, DuM; Katz; 78,279; $300

AUSTIN—

► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 138,106; N; $350

BEAUMONT†—

► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200

► KFDM-TV (6) CBS, ABC; Free & Peters; 104,000; $300

BIG SPRING†—

KBST-TV (4) CBS; Pearson; 7/22/54-12/25/55

CORPUS CHRISTI†—

► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 50,290; $200

Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54

K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —

► KRLD-TV (4) CBS; Branham; 554,392; N; $1,100

► WFAA-TV (8) ABC, NBC; Petry; 554,392; N; $1,000

KLIF-TV (29) 2/12/53-Unknown

EL PASO—

► KROD-TV (4) CBS, ABC; Branham; 82,335; N; $375

► KTSM-TV (9) NBC; Hollingbery; 78,067; N; $250

KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—

► WBAP-TV (5) ABC, NBC; Free & Peters; 510,000; N, LL, LF, LS; $900

► KFJZ-TV (11) H-R

GALVESTON (HOUSTON)—

► KGUL-TV (11) CBS; CBS Spot Sls.; 454,000; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—

► KBGT-TV (4) CBS, ABC; H-R; 80,286; $250 (plus 8,000 Mexican coverage)

HOUSTON—

► KPRC-TV (2) NBC; Petry; 458,650; N; $900 (film)

► KTRK (13) ABC; Blair; 458,650; N, LF, LS; $700

► KUHT (*8) 450,000

KNUZ-TV (39) See footnote

KXYZ-TV (29) 6/18/53-Unknown

► KGUL-TV (11) See Galveston

LAREDO†—

KHAD-TV (8) 7/20/55-Unknown

LONGVIEW†—

► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—

► KCBD-TV (11) NBC, ABC; Raymer; 88,201; N; $300

► KDUB-TV (13) CBS; Avery-Knodel; 108,003; N, LF, LS; $300 (film)

LUFKIN†—

► KTRE-TV (9) NBC; Venard; (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—

► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—

KOSA-TV (7) Branham; 7/13/55-Nov. '55

SAN ANGELO—

► KTXL-TV (8) CBS, NBC, ABC, DuM; Venard; 42,903; $200

B·T TELESTATUS

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► **KENS-TV (5) CBS, ABC, DuM; Free & Peters; 269,481; N; $700**
► WOAI-TV (4) NBC, ABC; Petry; 274,596; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 131,444; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 161,100; $260

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO (TEMPLE)—
► KANG-TV (34) CBS; Raymer; 55,783; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 118,600; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 186,000; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 192,750; $585

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, Weed; 129,249; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV **(24) See footnote**

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 160,000; N; $350

HARRISONBURG—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 119,525; $200

LYNCHBURG—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)**

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 378,425; N; $875
► **WTOV-TV (27) 210,000; McGillvra; $180**
► **WVEC-TV (15) See Hampton**
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 497,277; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC. NBC; Avery-Knodel; 366,095; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe, 199,891; $300

EPHRATA†—
KBAS-TV **(43) 5/4/55-Unknown**

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► **KING-TV (5) ABC, Blair; 463,535; N, LF, LS; $900**
► KOMO-TV (4) NBC; NBC Spot Sls.; 463,535; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 463,535; N; $700
► KTVW (13) Hollingbery; 463,535; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► **KHQ-TV (6) NBC; Katz; 146,257; N, LF, LS; $550**
► KREM-TV (2) ABC; Petry; 145,080, N, LF, LS; $350
► **KXLY-TV (4) CBS, DuM; Avery-Knodel;** 155,914; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► **KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 57,750; $300**
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 184,851; N; $250

CHARLESTON—
► **WCHS-TV (8) ABC, CBS, DuM; Branham;** 402,584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 202,000; N; $450
► WSAZ-TV (3) NBC; Katz; 589,060; N, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 311,450; N; **$450**
► **WSTV-TV (9) See Steubenville, Ohio**
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 82,373; $200

GREEN BAY—
► **WBAY-TV (2) CBS; Weed; 235,000; $400**
► WFRV-TV (5) ABC, DuM; Headley-Reed; 237,000; $300
► **WMBV-TV (11) See Marinette**

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 103,000; $250

MADISON—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 107,000; N; **$250**
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; **781,222; N, LL, LF, LS; $1,150**
► WXIX (19) CBS; CBS Spot Sls.; 263,690; N; $800
WCAN-TV **(25) See footnote**
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) Free & Peters; 112,000; $325
► KDAL-TV **(3) See Duluth, Minn.**

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 78,200; $200

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► **KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150**
► **KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.;** 20,000; $150

FAIRBANKS†—
► **KFAR-TV (2) NBC, ABC; Fletcher, Day; $100**
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 5,000; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► **KHBC-TV (9) Satellite of KGMB-TV Honolulu**

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 80,000 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 77,000; $300
► KULA-TV (4) ABC; Young; 76,850; $400

WAILUKU†—
► **KMAU (3) Satellite of KGMB-TV Honolulu**
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbe Networks; **43,345; $200**
► WKAQ-TV (2) CBS; Inter-American; 65,0 $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 9,8 **$170**

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 33,0 **$250**

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Oakes; 30,2 **$260**

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; **$220**

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canad Young; **349,662, $400**

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000; $

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, We 172,270; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, Du All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; N

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $800
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 46, $220

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 7, $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30, **$350**

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; A Canada, Weed; 20,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 14,000; $

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 30, $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; 9,0 **$160**

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Ra Rep.; 15,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, We 7,500; **$170**

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; A Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed; 18,590; $

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CB 280,000; $950

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496, $450

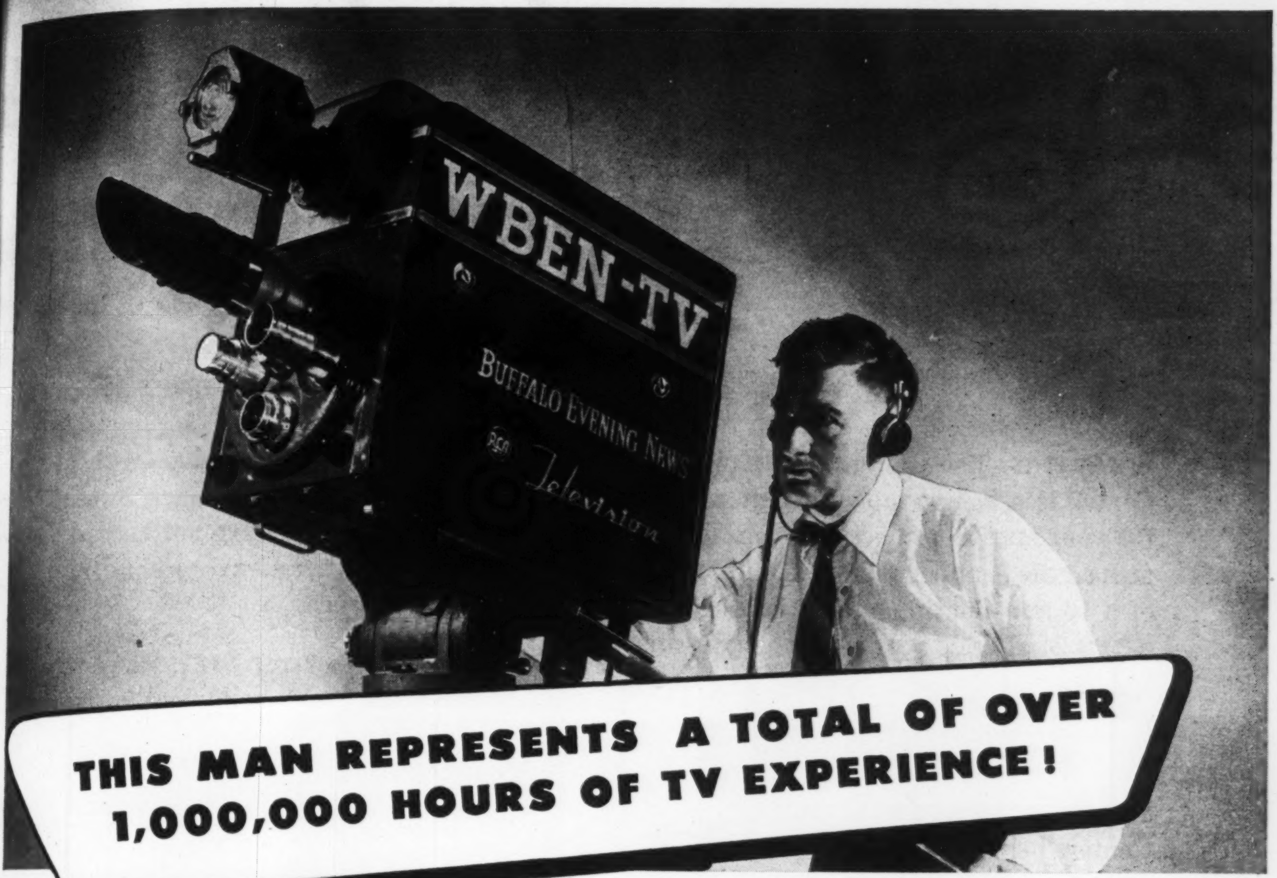
WINNIPEG, MAN:†—
► CBWT (4) CBC; CBC; 45,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,

TIAJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended regu operations but have not turned in CP's: WKA TV Mobile, Ala.; KBID-TV Fresno, Calif.; WQX TV Atlanta, Ga.; WOKA (TV) Macon, Ga WRAY-TV Princeton, Ind.; KGTV (TV) D Moines, Iowa; WKLO-TV Louisville, Ky.; WWO TV Worcester, Mass.; WLAM-TV Lewiston, Me WPMT (TV) Portland, Me.; WFTV Duluth, Min WCOC-TV Meridian, Miss.; WFPG-TV Atla tic City, N. J.; WRTV (TV) Asbury Park, N. J WTRI (TV) Albany, N. Y.; WTVE (TV) Elmi N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WFM TV Allentown, Pa.; WLBR-TV Lebanon, Pa WKST-TV New Castle, Pa.; WKJF-TV Pittsburg Pa.; WEEU-TV Reading, Pa.; WNET (TV) Provi dence, R. I.; KNUZ-TV Houston, Tex.; KET (TV) Tyler, Tex.; WBTM-TV Danville, Va WACH-TV Newport News, Va.; WKNA-T Charleston, W. Va.; WJPB-TV Fairmont, W. Va WCAN-TV Milwaukee.

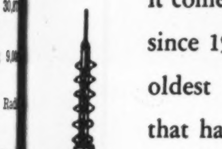


THIS MAN REPRESENTS A TOTAL OF OVER 1,000,000 HOURS OF TV EXPERIENCE!

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*



7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

in Buffalo-TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

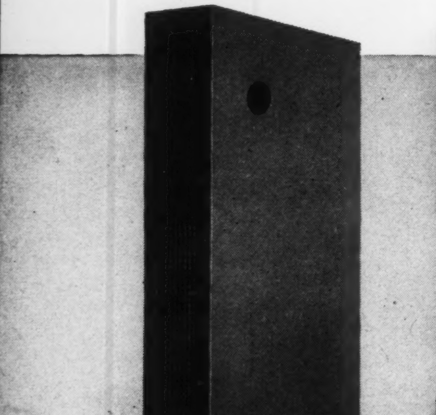
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

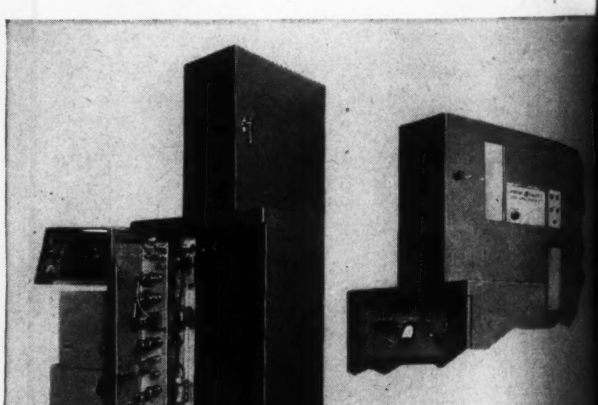
THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist*.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B & W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

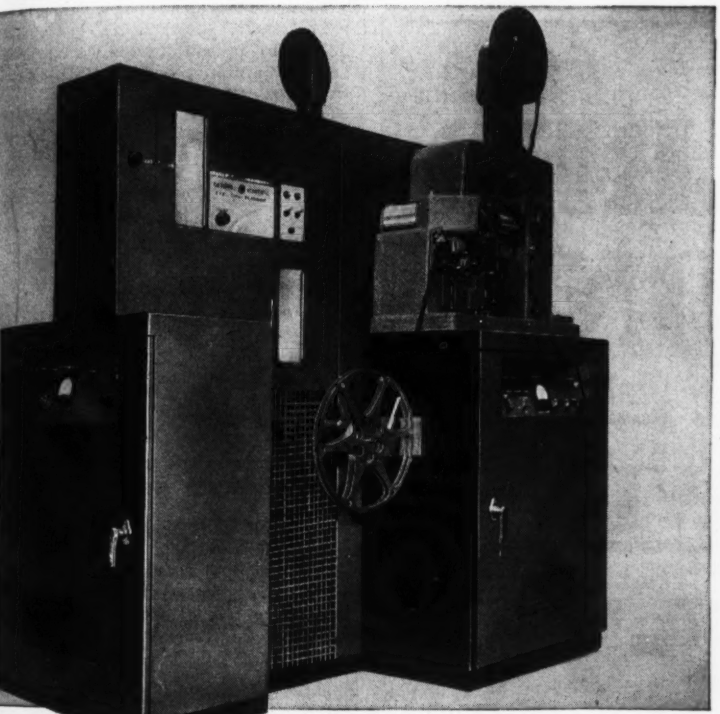
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

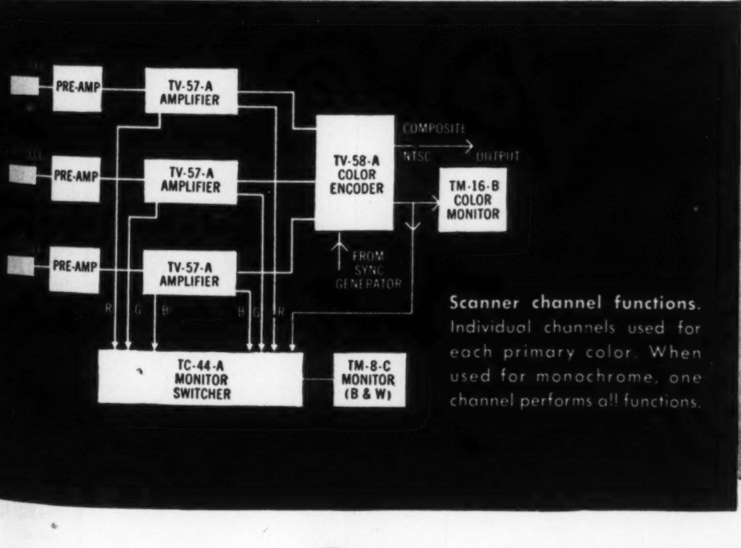
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.


PRE-AMP
TV-57-A AMPLIFIER
PRE-AMP
TV-57-A AMPLIFIER
PRE-AMP
TV-57-A AMPLIFIER
TV-58-A COLOR ENCODER
COMPOSITE
NTSC
OUTPUT
TM-16-B COLOR MONITOR
FROM SYNC GENERATOR
R G B
B G R
TC-44-A MONITOR SWITCHER
TM-8-C MONITOR (B & W)

Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-7, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

[*Networks continues from page 64*]

ber, 1954, assuming the post from which he has been elevated.

Mr. Accas in 1951 came to ABC from NBC after a background in agency research at Foote, Cone & Belding, New York. He was appointed director of advertising, promotion and publicity in September 1954. Mr. Eckstein was supervisor of advertising and promotion for WABC-AM-TV New York before being made Mr. Accas' assistant last July. Mr. Seton, who was trade editor and later assistant manager of publicity for ABC after joining the network from MBS, was promoted Oct. 17 to manager of publicity.

Mr. Riddleberger joined the network in March, 1952, as ABC Radio budget officer, was promoted to various posts in the television network program department and in May 1954, assumed his duties in cost control.

If Candidates Have Hat, ABC Has Ring—Kintner

ABC today (Monday) is announcing a policy of "entertaining requests" for radio and/or tv time by Democratic or Republican party figures for announcement of their candidacy for President.

The policy statement, which is being released by Robert Kintner, ABC president, follows:

"We are keenly aware of the public interest in the selection of candidates and the election to high office of one of these men. Therefore, recognizing the tremendous coverage of broadcasting, and its impact as a news vehicle, we are happy to entertain requests for air-time in which recognized political figures may make known their availability for the nomination by their party as the candidate for President of the United States. I can think of no more valuable service that broadcasting can render in these times of intense national and international growth and development. We subscribe fully to the thesis that informed people can act more intelligently in exercising their political franchise. We propose to make available as much relevant information as possible, through the networks of the American Broadcasting Company."

CBS Names MacPhail Director of Sports

WILLIAM C. MacPHAIL, director of promotion and publicity for the Kansas City Athletics, has been named CBS director of sports, effective Nov. 14, Sig Mickelson, CBS vice president in charge of news and public affairs, announced last week.

John Derr, present director of sports, assumes a new administrative post as CBS Radio executive producer of sports programs. Judson Bailey is CBS-TV executive producer of sports programs.

MR. MacPHAIL

MR. DERR

Mr. MacPhail is a son of Col. Larry MacPhail, former president of the N. Y. Yankees baseball club. A brother, Lee MacPhail, heads the Yankees' farm system. Prior to his association with the Athletics, Mr. MacPhail served in various business capacities with minor league clubs.

NBC Asks Egypt, Israel To Cooperate on Coverage

NBC NEWS last week cabled the governments of Egypt and Israel asking for cooperation in filmed coverage of outbreaks of shootings between the two countries. The network said that although films in the past have not been confiscated, they have been held up, thus affecting their timeliness.

At the same time, the network reported that Joe Oxley, NBC newsman currently stationed in Berlin, has applied for a Russian visa in order to film a special documentary feature on Radio Moscow. Mr. Oxley also is seeking permission from the Soviets to film the feature with sound, authority for which generally has been difficult in the past.

'Matinee Theatre' Claims $4.5 Million in Billings

LARGEST advance sales for a "magazine concept" program—$4.5 million in gross billings—were claimed last week for NBC-TV's full-hour drama series, *Matinee Theatre,* according to George H. Frey, NBC-TV vice president in charge of sales. The show premiered last Monday. It is telecast live and in color, Mon.-Fri., 3-4 p.m. EST.

Mr. Frey said four new advertisers, Liggett

THE
PREFERRED
STATION
FOR
FARM SERVICE
...WIBW-TV*

. . . that's the finding of Dr. Forest Whan's TV Study of the TopekAREA. It's just another way of saying that WIBW-TV has the Kansas farm market sewed up tight . . . that we give these families the complete, dependable service they've found so helpful.

Why not write for your free copy of this valuable depth-survey. It contains scores of eye-opening findings that will help you get more sales for your advertising dollar.

*Also preferred for NEWS, WEATHER, and SPORTS.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-
ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

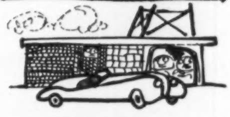
Why We Let "Jet" Black Escape

Mr. Black's Jag was forced off the highway by a truck full of corn cobs on the way to be furfural; it got bruised considerably. Since this happened just a few rods north of our transmitter, and he was temporarily light of pocketbook, "Jet" Black saw our call letters and got the message.

"You need me," he told us, "as a roving associate . . . I just happen to have my scrap book here."

For an honorarium of $25,000 a year ($100 in advance for eating purposes and 13 weeks off each summer to lie fallow) "Jet" said he would:

(1) Do a daily remote from the top of our transmitter, interviewing Hollywood celebrities as they airlinered by (UAL passes our roof);



(2) Leave his Mark VII, after mending, parked in front of our studio to lend eclat to the operation;

(3) Do a "Deep Deep World" simulcast from the bottom of the Wapsipinicon, telling fishermen where to go (weekends only), with no extra charge until CBS sold it.

"What," we inquired, "will this do for WMT? Besides, the Katz Agency is our roving associate."

"What will it do?" he echoed. "What will it do? Why, it'll put you on the map, that's what it'll do."

●

We can stand a little redundancy, but not $25,000 worth. WMT is already on the map. Fact is, WMT has more listeners in Eastern Iowa than all other stations in the area combined.

We were sorry to lose that eclat though.

& Myers Tobacco Co., Amm-i-dent toothpaste, Sylvania Electric Products Inc. and Bates Fabrics Co. joined the four sponsors already signed.

Advertisers, their agencies and number of participations purchased: L & M, through Cunningham & Walsh, 104; Sylvania Electric Corp., through J. Walter Thompson Co., 32; Block Drug Co. (Amm-i-dent toothpaste), through Harry B. Cohen Adv., 26; Bates Fabrics, through James P. Sawyer Inc., 13; Procter & Gamble, through Benton & Bowles, five quarter-hours per week for 13 weeks; Aluminum Co. of America, through Fuller & Smith & Ross, two participations for Dec. 6; Motorola Inc., through Leo Burnett Agency, 13, and B. T. Babbitt Co. (Bab-O), through Dancer - Fitzgerald - Sample Inc., 13.

ABC Radio Signs Three To Morning Programming

SIGNING of three advertisers as co-sponsors of ABC Radio's morning programming block was announced last week by William Fairbanks, national sales manager of ABC Radio, who added that a current sponsor has expanded into new time periods. Total number of present advertisers for ABC Radio morning programs is reported to be 16.

Co-sponsors are: Carter Products Inc., New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for opening segment of *When A Girl Marries* (Mon.-Fri., 10:45-11a.m. EST) on Monday and Wednesday, starting Nov. 21; Frigidaire Division of General Motors Corp., Dayton, through Kudner Agency, New York, for opening segment of *When A Girl Marries* on Wednesday, starting Nov. 23; Frigidaire, also for *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), using Tuesday and Thursday segments (9:55-10 a.m. EST), beginning Nov. 22, and Monday period (9:50-9:55 a.m EST), starting Nov. 28; Milner Products Co., Jackson, Miss., through Gordon Best Co., Chicago, for *Breakfast Club* on Friday (9:35-9:40 a.m.), starting Jan. 6, 1955.

Sandura Co., Philadelphia, which already had signed for the Thursday, 9:40-9:45 a.m. portion of *Breakfast Club*, starting Nov. 17, also will sponsor the Tuesday, 9:40-9:45 a.m. segment of the program, starting Nov. 22. Agency is Hicks & Greist, New York.

WFBG-TV Joins CBS-TV

WITH emphasis on entertainment, WFBG-TV Altoona, Pa., held a celebration Oct. 22-23 to herald its primary affiliation with CBS-TV. Guests from CBS-TV's station relations and sales services department, trade publications and H-R Representatives were transported to Bedford Springs, Pa., for golf and sightseeing. The host was George P. Gable, president of the Gable Broadcasting Co., licensee of WFBG-TV.

Eight Stations Join Keystone

ADDITION of eight new affiliates in as many states has been announced by Keystone Broadcasting System, which now claims 867 station clients. Newest affiliates, according to Blanche Stein, station relations director, are KLMR Lamar, Colo.; WFRP Savannah, Ga.; WAYE Dundalk (Baltimore), Md.; WNLA Indianola, Miss.; KBGF Great Falls, Mont.; WBFD Bedford, Pa.; WMFS Chattanooga, Tenn., and WOSH Oshkosh, Wis.

NETWORK PEOPLE

Duncan MacDonald, former supervisor of women's and religious programs, DuMont Tv Network, and leisure-special project editor, NBC-TV *Home,* to Yankee Network, Boston, as director-hostess of daily *Yankee Home & Food Show* with **Bill Hahn**. Show debuted Oct. 31 (1:15 p.m. EST), over WNAC Boston and 27 stations. She is former president, N. Y. chapter, American Women in Radio & Television.

MISS MacDONALD

Harold Sobolov, ABC-TV studio supervisor, father of girl, Joy Mara, Oct. 19. Mrs. Sobolov is Sheila King, a tv make-up artist.

Franklin Schaffner, CBS-TV *Studio One* director, on special assignment in Hollywood to direct "The Caine Mutiny Court Martial" on Ford Star Jubilee 90-minute colorcast, Nov. 19. He resumes *Studio One* duties Nov. 28.

John G. Ponic, formerly advertising sales representative, Fawcett Publications and Everywoman's Inc., to ABC-TV Chicago sales department as account executive. He replaces **William C. Gillogly,** recently promoted to sales manager of ABC-TV Eastern Div. [CLOSED CIRCUIT, Oct. 17].

FACT No. 3

the 'EYE'

in over 100,000 TV homes

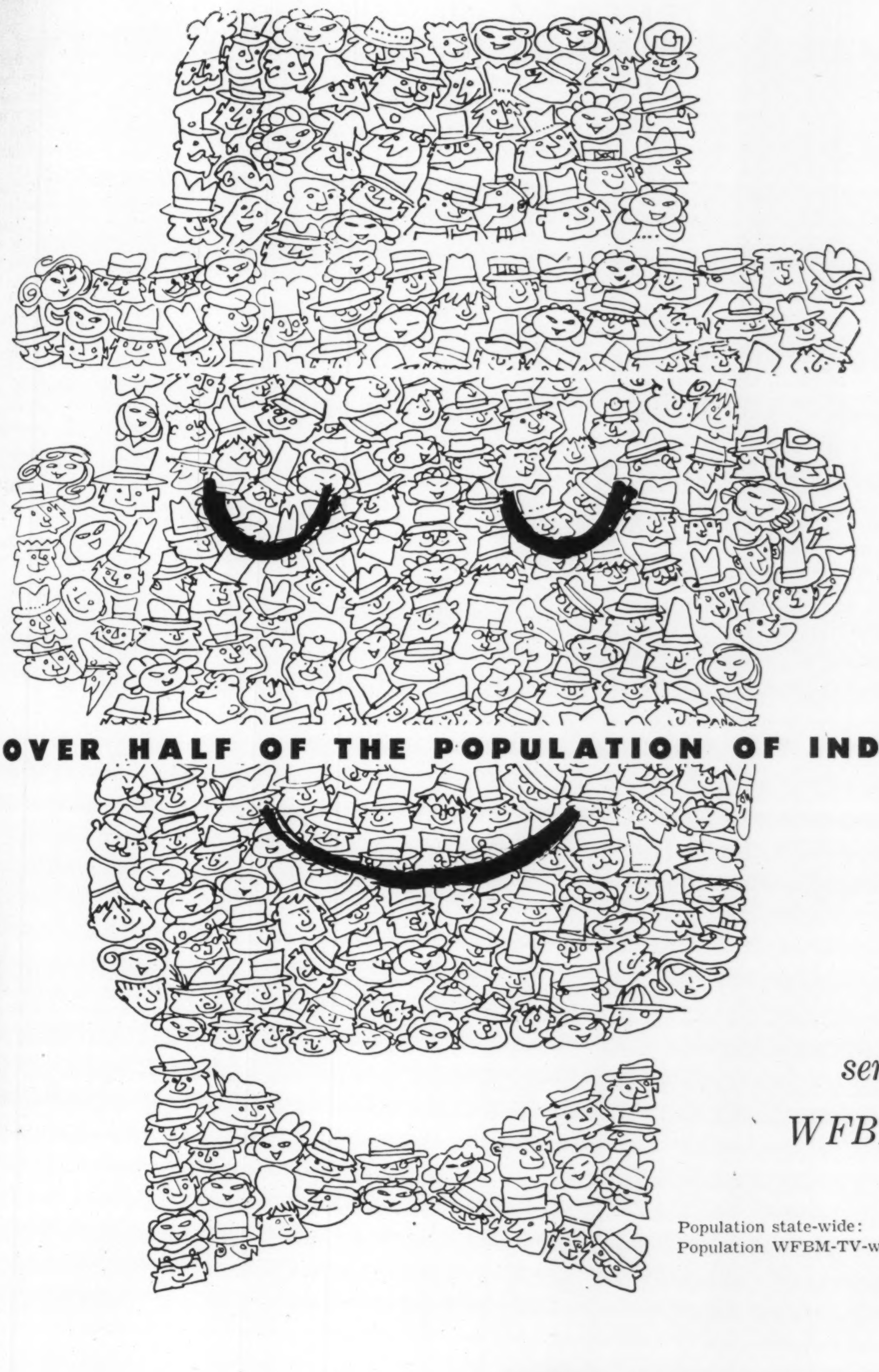
The October issue of Television magazine credits WKOW-TV with *104,210* TV homes. A CBS affiliate, WKOW-TV provides unduplicated network program service to a 10 county PLUS market with annual retail sales in excess of 600 million dollars.

The powerful 200,000 watt video voice of WKOW-TV delivers the goods at a cost per thousand in the postage stamp class.

Remember, your TV dollar buys more on WKOW-TV. And it sells more, too!

See your Headley-Reed TV man for details.

WKOW-TV Channel 27
MADISON, WISCONSIN



OVER HALF OF THE POPULATION OF INDIANA

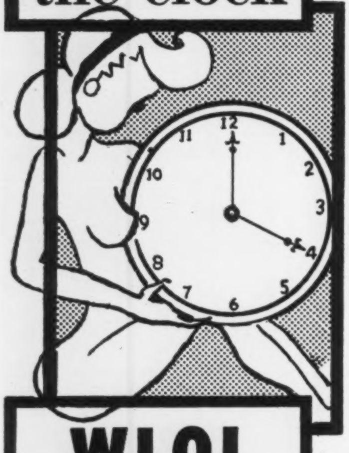
lives
in
the
area
served by
WFBM-TV

Population state-wide:	4,313,091
Population WFBM-TV-wide:	2,372,800

NBC

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul

around the clock



WLOL
IS THE HOTTEST STATION IN THE NORTHWEST!

Whether it's five after five in the evening, or it's a quarter to three in the early morn . . .
Twin Citians always get the best in Music, News and Sports from WLOL.

The "1330 Habit" is really goin' strong right around the clock. WLOL leads all independent stations and three networks in Day and Night Pulse ratings . . . Take the time now to buy WLOL for one of your important clients.

THE TOPPER IN INDEPENDENT RADIO

WLOL
MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial
LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

DEFENSE COMPLETES 16MM CASE

Jack Warner, testifying in federal antitrust suit against movie majors, recounts earlier policy shutting door to tv for economic reasons.

FINAL decision in the government's 16mm anti-trust suit against Hollywood's movie majors should be ready by the end of the month, Los Angeles Federal District Judge Leon R. Yankwich said last week as the movie industry completed its defense case.

The substance of the film executives' testimony as to why more feature films have not found their way into television was no surprise to anyone: economics. But they indicated they will release 16mm prints to television today—if the price is right.

The Justice Dept. suit is expected to be formally closed some time this week following rebuttal arguments and summaries.

Jack L. Warner, vice president in charge of production, Warner Bros., testified his firm from 1948-1950 flatly refused to release any product to television in order to prevent injury to the theatrical market for which the films were made.

"If people can get something free, I see no reason why they should want to pay for it," he said. Free tv showing kills the re-make and re-issue value, he indicated.

Asked about Warner Bros. policy today, Mr. Warner said none exists, explaining: "It's wide open. We will entertain any offer regarding the sale of features and we will decide on the basis of our judgment."

At one time there were negotiations with ABC for the sale of 52 features, he recalled. The price offered was "insignificant," he said, but the talks developed into the current ABC-TV film series, *Warner Bros. Presents.*

Mr. Warner's views were substantiated by Ken Kalmenson, president of Warner Bros. Pictures Distributing Corp., who said he was "against the entire program of entertainment for nothing." He admitted television has had a "drastic" effect on the box office and said it would be inconceivable to attempt to release pictures to television and then again make them available to theatres. "They would have absolutely no value," he said.

Charles J. Feldman, Universal-International sales executive, and John Desmond, head of United World Film Corp.'s domestic 16mm distribution, affirmed the opinions that tv release killed the re-make and re-issue values of theatre features. Mr. Feldman said the average return for a film released to tv is about $50,000, while the re-make of *Magnificent Obsession* grossed $5 million.

Mr. Feldman said over 5,000 theatres have closed in the past few years and declared television is the "number one factor." To release UI features to tv would have precipitated similar closings by others, he said, especially by those with marginal operations.

Ziv Adds Shaw, Jaeger In Sales Expansion Move

JAMES T. SHAW and Andrew P. Jaeger last week were added to the national sales staff of Ziv Television Programs Inc. "as part of an expansion of national-level sales activity" according to the department's sales manager, Walter Kingsley. Mr. Shaw, who will headquarter in Chicago, comes to Ziv from Henri, Hurst & McDonald, advertising agency. Mr. Jaeger, who was appointed to Ziv's New York office, formerly was a vice president of Procter Television Enterprises, and has been associated in past years with Screen Gems, subsidiary of Columbia Pictures Corp.; 20th Century-Fox, and the former DuMont Television Network.

MR. SHAW

MR. JAEGER

NBC-TV Announces Changes In Film Division Sales

NBC-TV Film Div.'s sales department last week announced a group of organizational changes and promotions affecting three of its offices. They are effective today (Monday).

Daniel M. Curtis, central sales manager, Chicago, was named eastern sales manager with headquarters in New York, replacing Leonard C. Warager, who was appointed administrative sales manager.

Mr. Curtis' position in Chicago was taken by Edward A. Montanus, formerly central sales supervisor, who in turn was succeeded by Seymour (Hap) Eaton, a member of the central sales staff.

MR. WARAGER

MR. CURTIS

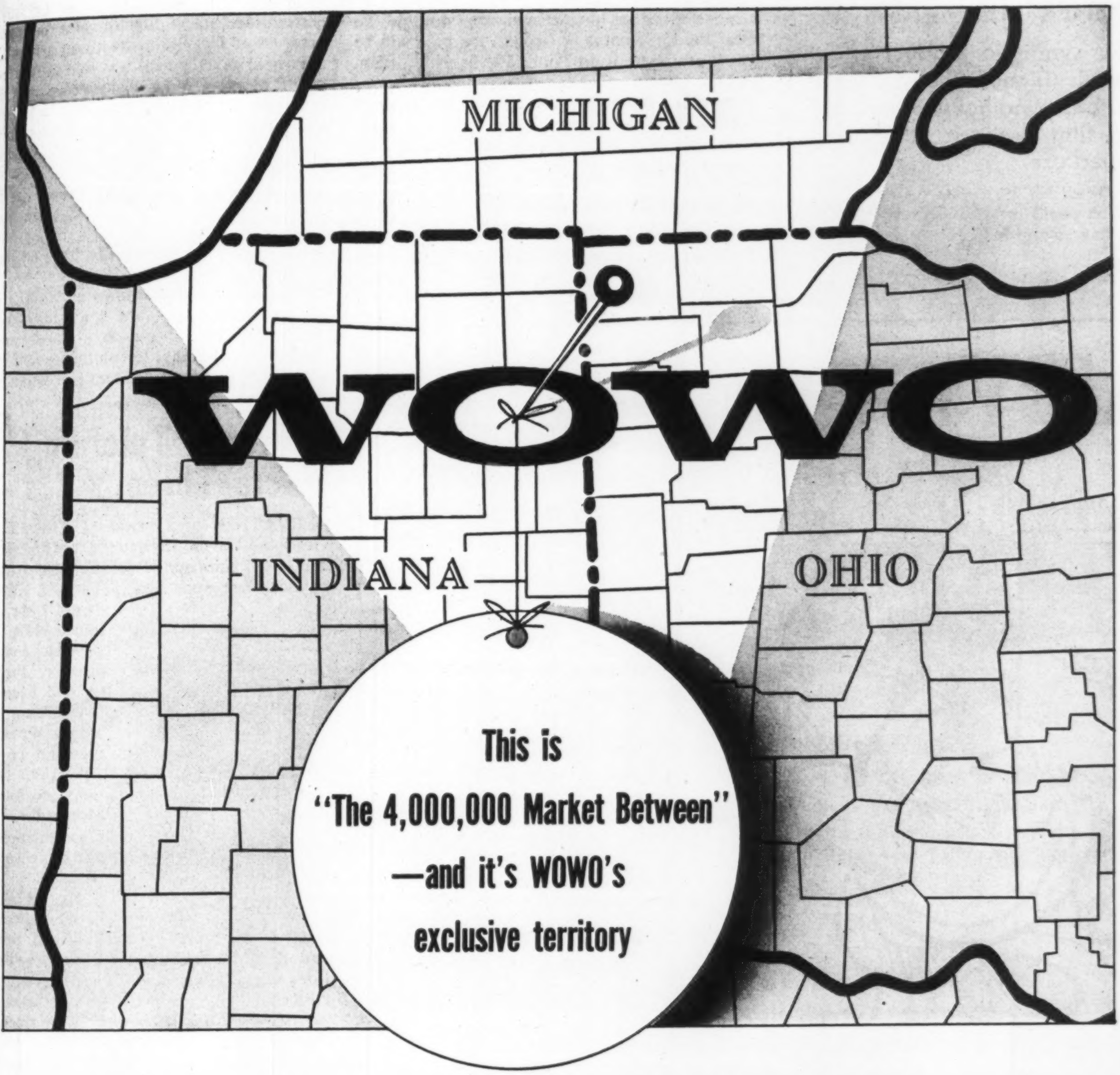
West coast sales representative James A. Strain was named western sales supervisor, reporting to Cliff Ogden, western sales manager.

Also added to the New York staff was John M. Burns Jr.

Asher Heads Tv Dept. For 20th Century-Fox

IRVING ASHER, veteran Hollywood theatrical film producer, has been named by Spyros Skouras, president of 20th Century-Fox, as general manager in charge of all television operations. He succeeds Sid Rogell, who continues as executive production manager of the film company's Westwood lot, Hollywood.

Mr. Rogell had served in both capacities and was head of the tv film subsidiary, TCF Productions, since its inception. Otto Lang, who produced the first two of General Electric's hour shows on CBS-TV this season, continues as executive producer on the tv series and in addition will work with Mr. Asher on the studio's overall tv activities.


MICHIGAN
WOWO
INDIANA
OHIO
This is
"The 4,000,000 Market Between"
—and it's WOWO's
exclusive territory

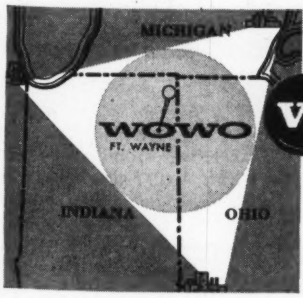
WOWO is the only single medium that covers southern Michigan, eastern Indiana and western Ohio.

The 4,000,000 people living here make it one of America's major markets. Last year's retail sales totalled almost $4,000,000,000.

And to give you an indication of how WOWO covers it—the latest 26-county Pulse gives WOWO 476 firsts out of the total 476 weekly quarter hours.

You should know more about "The 4,000,000 Market Between."

Call Tom Longsworth, Anthony 2136, Fort Wayne, Indiana, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.


MICHIGAN
WOWO
FT. WAYNE
INDIANA
OHIO

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

DU PONT DEVELOPS TOUGHER FILM BASE

New synthetic product is reported thinner than present film base and holds promise of less film damage after prolonged use.

DEVELOPMENT of a new synthetic base for film which could prove a boon to the tv film and moving picture industries was reported last week.

The new substance, developed and to be marketed by E. I. du Pont de Nemours & Co., is two-thirds as thick as present cellulose triacetate bases but tougher and more durable. To bear the trade name of Cronar, the base will be mass produced at du Pont's Parlin, N. J., plant by the middle of next year.

In film manufacture the base is the primary structural element that is coated on one side with a photosensitive gelatinous emulsion that records and holds the image. The base is manufactured first and then the emulsion put on. The du Pont developed substance is chemically akin to Dacron and Mylar, both synthetics.

According to published reports the most valuable feature of the substance as a base for movie and tv film (particularly kinescope) is its toughness, making breakage or fraying of perforation holes difficult and permitting as many as 15,000 flexings without a break.

Present development was said to represent the result of more than eight years research, an extension of work on polyesters begun in 1928 by du Pont which led to the perfection of nylon. Du Pont now makes finished motion picture raw stock on a triacetate base purchased from Eastman Kodak, and last month granted a license to Eastman to manufacture polyester photographic base and film under du Pont patents. Eastman was said to have no plans underway as yet to use the polyester base.

The new base—manufactured via a process in which molecules are spun into fibres for casting into film sheets—is a plastic substance, made from dimethyl terephthalate and ethylene glycol, both originating from petroleum and unrelated to triacetate bases.

1
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14
15
®

KTVH Wins Again...

with
9 OUT OF 15
TOP SHOWS*

WICHITA WINDY
SCORES ONCE MORE!...

For the fifth straight time, the latest Pulse survey covering Wichita (Sedgwick County) proves conclusively that KTVH dominates. The September 1955 Pulse* gives KTVH 9 out of the top 15 shows and 5 out of the top 10 multi-weekly shows. In addition to Wichita, KTVH covers 14 other important central Kansas communities. KTVH, with unduplicated CBS coverage, can sell for you!

TO SELL IN KANSAS... *BUY* **KTVH**

VHF
240,000
WATTS

KTVH
HUTCHINSON
KANSAS

CHANNEL
12

CBS BASIC
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen).
Howard O. Peterson, *General Manager*

National Telefilm Elects Three V.P.'s

ELEVATION of Edward M. Gray, E. Jonny Graff and Edythe Rein to the posts of vice presidents of National Telefilm Assoc. was announced last week by Ely Landau, NTA president. Mr. Gray joined NTA in 1954 as west coast sales director. Previously, he had been executive director of Sovereign Productions, president of Mutual Television Productions and founder of Monter-Gray, talent representation and package organization.

MR. GRAY

Mr. Graff has been midwest sales director of NTA since 1954, and previously had been sales manager of Snader Telescriptions sales. He also was a writer-producer with CBS and Donahue & Co. account executive.

Miss Rein has been with NTA since its organization two years ago, and has served as secretary, assistant treasurer and a member of the company's board of directors. Before joining NTA, she was production assistant to Phillips H. Lord, radio-tv producer.

MR. GRAFF

MISS REIN

NTA held a meeting of its regional sales representatives Oct. 29-30 in New York, with discussion centering around sales plans for NTA's newly-acquired properties, *Lilli Palmer Presents*, the *T.V. Theatre* and *The Mad Whirl*.

The *Lilli Palmer Presents* half-hour, tv film consists of 26 plays by well-known authors. The anthology series, tentatively titled *T.V. Theatre*, is comprised of one-hour dramas, produced in England for NTA by Harry Alan Towers. *The Mad Whirl* is a half-hour sport series, highlighting Roller Derby performances.

KOIN-TV

is head and shoulders above the rest . . .

IN THE PORTLAND, OREGON MARKET

GREATEST COVERAGE

No other station or combination of stations gives you the complete Portland trading area . . . heart of the rich Oregon and Southern Washington market. KOIN-TV is the only maximum power VHF station in the market. It reaches 33⅓% more families.*

GREATEST RATINGS

The proof of KOIN-TV's absolute superiority is in the ratings. Look at these! KOIN-TV has 80% of the top shows—weekly, multi-weekly . . . 63% more average audience than Station B, 115% more than Station C.†

GREATEST VALUE

When it comes to cost per viewer—KOIN-TV is the lowest any way you figure it . . . in coverage, in audience delivered—morning, afternoon, or night. That's our story—we prove it by results.

* August 1955 Independent Set Count

† Latest ARB

KOIN-TV CHANNEL 6

CBS TELEVISION NETWORK

Represented Nationally by CBS Television Spot Sales

new!
KCRA-TV

changes the picture completely in California's rich Sacramento Valley!

channel

Complete NBC basic programming — with TV stars and programs never before seen in the area — has come to the fabulous Sacramento Valley!

Sacramento's new station — KCRA-TV, Channel 3 — is the only low band VHF station in the Valley. 100,000 watts maximum power. The television picture has changed in Sacramento — a change that affects you, your clients and the viewing habits of thousands of Sacramento Valley families.

Be sure to re-evaluate your television advertising in the Sacramento-Stockton market. Take a second look at your present spot schedules and programs. Then call Petry.

KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars!

"THERE'S LOTS TO SEE ON CHANNEL 3"

KCRA-TV
channel 3
Sacramento, Calif.
100,000 WATTS
MAXIMUM POWER

NBC
BASIC AFFILIATE

represented by Edward Petry & Co.

MCA-TV Adds 2 Programs To Film Syndication List

MCA-TV Ltd., Film Syndication Div., will syndicate *Adventures of Kit Carson* tv film series, it has been announced by Wynn Nathan, vice president in charge of sales. For four years the series had been sold directly to the Coca-Cola Bottling Co. by MCA-TV and presented in some 130 markets.

Mr. Nathan said the series consists of 105 half-hour films, with 26 available for first run in all markets and another 52 episodes first-run in all but 26 markets. The series is produced by Revue Productions.

It also was announced that MCA-TV has acquired syndication rights to *Deadline* tv film series, carried on for five years on NBC-TV under name of *Big Town.* The new series represents the 28th product to be syndicated by MCA-TV.

MCA-TV Names McManus

APPOINTMENT of Tom McManus to the newly-created post of international sales manager of MCA-TV Ltd. was announced last week by Wynn Nathan, vice president in charge of sales. Mr. McManus has been a vice president of MCA-TV Ltd. since last August.

Mr. Nathan said that "increasing worldwide interest" in American films had prompted MCA-TV to set up the new post. He said that Mr. McManus will make his headquarters in New York and coordinate sales from 26 overseas branch offices.

INS Telenews Series Sales

FOUR new sales of INS-Telenews *Weekly News Review* and *This Week in Sports* to four stations in Eastern markets, have been reported by International News Service's tv department. The sports reel, retitled *General Sports Time* (sponsored by General Tire & Rubber Co., Akron, [dealers]), was placed on WGVL (TV) Greenville, S.C., by D'Arcy Adv. It also was purchased by WOOD-TV Grand Rapids for sponsorship by the Holland Racine Shoe Co. under its original title. In Detroit, the news and sports reviews were brought by WJBK-TV, and in Schenectady, Fitzgerald beer sponsors the sports reel on WRGB (TV) through Moser & Cotins, Inc., Utica.

Tv Inc. Board Meets Nov. 12

TV Inc., New York, scheduled a meeting for its board of directors for next Saturday at the Ambassador Hotel in Chicago. Tv Inc. is a station-owned collective film buying syndicate with more than 50 member stations. Its resident buying office in New York is under the direction of Herb Jacobs, general manager, who reported last week that in the past 11 months the company has placed more than $500,000 in film orders for its members with all distributors.

New Show for Interstate

ACQUISITION of distribution rights to *Public Defender,* formerly on CBS-TV, has been announced by Ralph Branton, president, Interstate Television Corp., Allied Artists subsidiary. Syndication rights were obtained from Hal Roach Studios. Starring Reed Hadley, the series includes 69 half hour programs. Earlier, Mr. Branton announced acquisition of syndication rights to the *I Married Joan* series starring Joan Davis.

FILM SALES

KRCA (TV) Los Angeles has bought 97 feature films, 87 of them first-run in L. A. area, for showing currently. New package includes 60 Republic features from Hollywood Television Service and 37 from Unity Television Corp., including 13 British mysteries and 13 Argyle films.

FILM DISTRIBUTION

Cinema-Vue Corp., N. Y., has acquired more than 200 cartoon and one- and two-reel comedy short subjects for exclusive tv distribution, newly reactivated company announces. Library, including color Mutt & Jeff cartoons, other pen-and-ink subjects to be known as *Whimseyland* series, Hal Roach and Mack Sennett comedies, was obtained from Cinepix Inc. Firm also announces plans for 12 sales branches to handle distribution.

National Television Film Assoc., N. Y., is making available to tv stations three films for Christmas season. They are "The Lamb in the Manger," "A Christmas Carol" and "Man's Heritage."

FILM PEOPLE

J. L. Kaufman, vice president, Grant Advertising, Detroit, to United Productions of America, Burbank, Calif., as director of advertising. **Rita Cummings,** UPA publicity, moves to firm's N. Y. office.

Julian Lesser and **Jack Douglas,** producers of *I Search for Adventure,* Television Adventure Films Corp., Culver City, Calif., announce permanent show staff as: **Lee Sholem,** director; **Sherman Rose,** supervisor; **Byron Roberts,** production manager; **Bruce Campbell,** production assistant; **Shelly Lowenkopf,** writer; **Bryden Baker,** cameraman; **Gerard Wilson,** film editor, and **Leon Klatzkin,** musical director. Series is seen in 14 cities.

Harold L. Danson, formerly vice president of Calhoun Studios, N. Y., to National Screen Service Corp., N. Y., in a sales and production capacity, principally to enlarge activities in production of tv commercials and business films.

William Golding, dealer sales promotion manager, Crosley division of Avco, to Ziv International Div. as account executive.

Robert Noah, with Barry & Enright Productions Inc., N. Y., tv packagers, since February 1954, as writer and associate producer, promoted to head of program development department.

Arthur Lerner, previously head of Columbia Pictures foreign accounting department and comptroller and assistant treasurer of Lift Trucking Rental Corp., appointed assistant treasurer of Guild Films Co., N. Y. **Ralph M. Sacks,** salesman for United Film Service in various parts of the country, and previously manager of KSAN-AM-TV San Francisco, has joined Guild Films as sales representative in the St. Louis area.

Robert P. Riley, in charge of producer relations, MCA-TV Ltd., film syndication division, father of girl, Alix Elizabeth.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"...Have a bad accident for you...

thought you'd want what I have quickly."

Case History No. 14

A prominent Virginia doctor was chatting with his wife and eight-year-old niece as he drove them to the golf club. They were almost there. Just over the grade crossing ahead and . . .

The car met the train with a sickening crash. The car bounced off the locomotive, tore down a warning signal and settled in the tall grass near the tracks. The doctor—head of a state mental hospital—was critically injured. His wife and niece were dying.

Within minutes, the news reached WCYB at Bristol. Assistant News Director Douglas Boy broadcast a bulletin and called The Associated Press at Richmond.

"Have a bad accident for you," he said. "Don't have all the details yet, but I thought you'd want what I have quickly."

The AP editor at Richmond had just hung up when another call came in. It was Bryan McMurry of WMEV, Marion, with the same accident. He had additional details—the name of the child, her home town, circumstances of the accident.

Another call...Boy again with more information.

Double protection, with AP stations virtually contending for the AP telephone!

The story was of little importance to the rest of the country, but it was a major one in Virginia.

EMERSON
RESUSCITATOR

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FCC REPORTEDLY SET TO DENY FIVE DEINTERMIXTURE PETITIONS TODAY

Requests that Evansville, Ind.; Peoria, Ill.; Madison, Wis.; Hartford, Conn., and Albany, N. Y., be made all uhf cities expected to be turned down in Commission pronouncement. Notice of rule making on allocations question also reported set for release today.

TELEVISION broadcasters braced themselves today as the FCC was scheduled to report out its findings on the much-controverted five deintermixture petitions and the, by now, highly publicized allocations rule-making notice.

According to the best information, the FCC has decided to deny all five of the deintermixture petitions.

By a vote of four commissioners, with two abstaining on the ground that no action should be taken until after the allocations proceeding is completed, the petitions to make Evansville, Peoria, Madison, Hartford and Albany all uhf cities were turned down.

The reason for not announcing this action last week was the absence from Washington of Comr. Robert T. Bartley, it was understood. Comr. Bartley was in Colorado Springs attending the NARTB regional meeting there.

Upon his return, the Commission is scheduled to meet Saturday morning for a final, formal vote. Announcement of the decision is expected to be made today.

The Commission met on this matter Wednesday afternoon and Thursday morning. Whether this 36-hour delay in announcing its actions will have any effect on the final outcome is debatable. Some observers warn that nothing is final until it is officially announced by the Commission.

Denial of the Hartford deintermixture petition is a reversal of a tentative vote taken several weeks ago. In that action, there was a majority in favor of deintermixing the Connecticut capital [B•T, Oct. 24].

The majority in the latest action, it is understood, comprises Chairman George C. McConnaughey and Comrs. John C. Doerfer, Robert E. Lee and Richard A. Mack. Comrs. Rosel H. Hyde and Edward M. Webster are reported to have argued for no action pending the outcome of the allocations notice.

It is also understood that the Commission majority has ordered its Office of Opinions and Reviews to draft orders making final pending vhf decision in Evansville, Peoria and Madison.

Hartford's vhf hearing must go through oral argument before a final decision can be rendered.

Justification for these denials, it is understood, is that the establishment of five all-uhf centers will not solve the uhf problem. FCC feels, it is believed, that the de-intermixture solution is only one of many which should be considered under an overall review of the television allocations plan.

Grant of the final decisions does not conflict with this policy, it is understood that the Commission majority feels. All tv stations—whether on the air or not—will be subject to whatever determination the Commission finally makes in the overall rule-making proceeding. There will be no conditions to the final grants, it is believed.

The rule-making—which will seek to have all comments and counter-comments submitted by Jan. 1—will discuss the numerous and varied proposals which have been submitted since the uhf-vhf problem became acute. These will include, it was believed, deintermixture, vhf drop-ins, lessening of mileage separations, use of directional antennas and vertical polarization, the retirement of the Sixth Report and Order, the establishment of a case-by-case procedure with minimum engineering standards, the overall proposals made by CBS, ABC, Mullaney-Welch, Mott & Morgan and others for the revision of the present allocations plan.

Many of the plans envisage an all-vhf tv service in the top 100 markets and the increased use of vhf drop-ins through revisions in the present mileage separation criteria.

Still pending is the proposed meeting between the FCC and government officials regarding the use of military vhf spectrum space in return for the relinquishment of uhf areas to the military services.

The Commission's action in the five deintermixture petitions will undoubtedly apply to the dozen other deintermixture petitions which have been pending. These involve such cities as Miami, Fresno and Corpus Christi.

In the five dintermixture cases, an initial decision for ch. 7 in Evansville is held by Evansville Tv Inc.; for ch. 3 in Madison by Badger Tv Co. (WIBA); for ch. 8 in Peoria by WIRL that city, and for ch. 3 in Hartford by WTIC that city.

In Albany, the denial of deintermixture petition will be followed by Commission approval to drop in ch. 10 in Vail Mills, outside Albany, it is understood. This meets the present mileage rules, it has been argued.

Other petitions for deintermixture and the status of vhf hearings are as follows:

Corpus Christi, Tex.—Initial decision for ch. 10 held by K-Six Tv Inc.; for ch. 6 by KRIS that city.

Springfield, Ill.—Initial decision for ch. 2 held by Sangamon Valley Tv Corp.

Fresno, Calif.—Initial decision for ch. 12 held by KARM that city.

Jacksonville, Fla.—Initial decision for ch. 12 held by WPDQ that city. Awaiting oral argument.

Miami, Fla.—Initial decision for ch. 7 held by Biscayne Tv Corp.; for ch. 10 by WKAT Miami Beach.

Norfolk-Portsmouth, Va.—Initial decision for ch. 10 held by Beachview Broadcasting Corp.

Raleigh, N. C.—Initial decision for ch. 5 held by WRAL that city. Awaiting oral argument.

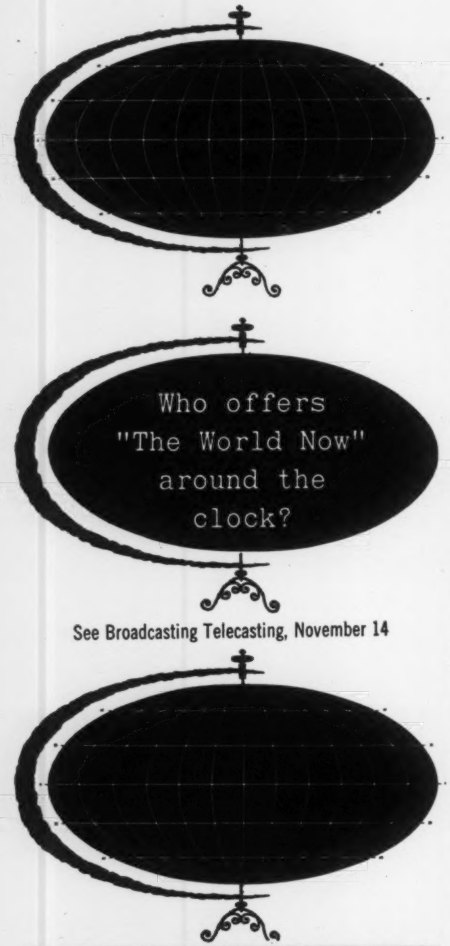
Toledo—Seven applicants for ch. 11 are still in hearing.

Other petitions for deintermixture involve the following cities: Hutchison (Wichita), Baton Rouge, Sacramento, Spartanburg, Philadelphia, Walla Walla and Knoxville. The latter would be all-vhf if its petition were to be approved.

Juneau, Youngstown Tvs Granted by Commission

TWO TV GRANTS were authorized by the FCC last week for stations in Juneau, Alaska, (the territory's fifth video outlet) and Youngstown, Ohio (the city's third tv, all uhf).

In Juneau, Alaska Broadcasting System Inc. is to operate on ch. 8 with effective radiated power of 263 w visual, 132 w aural and an antenna minus 960 ft. above average terrain. The permittee estimated its construction cost at $50,750, first year operating cost at $45,000



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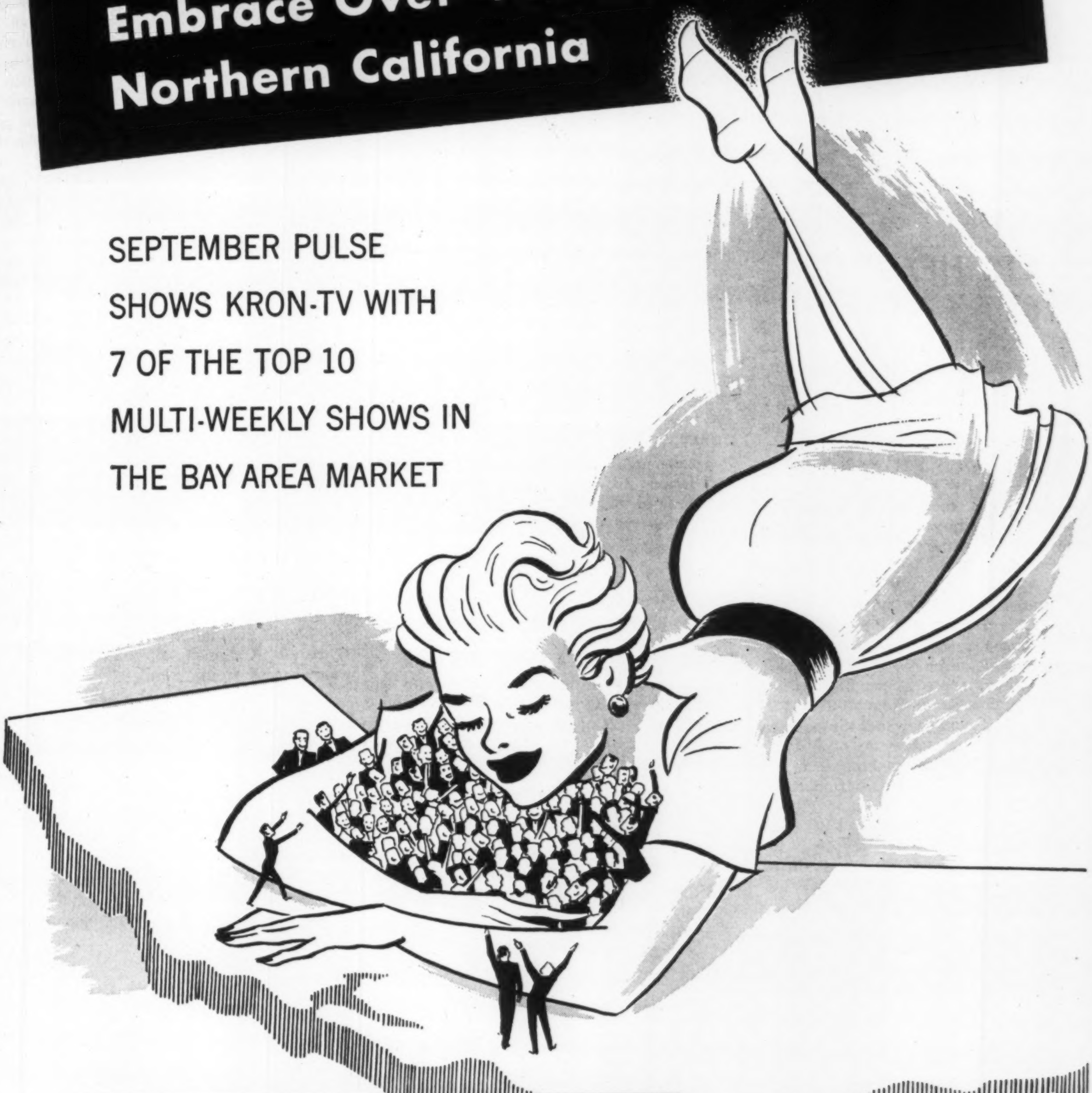

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KRON TV

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No. 7 in the series, "What Every Time Buyer Should Know About KRON-TV"

and its first year income at $50,000. The permittee is owned by William J. Wagner, owner of KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KTKN Ketchikan and KIFW Sitka, all Alaska. He also has interests in KTVA (TV) Anchorage and KTVF (TV) Fairbanks.

Community Telecasting Co. has been granted ch. 73 in Youngstown. The firm is owned by Sanford A. Schafitz, owner of WFAR Farrell, Pa., and applicant for a new am in Lorain, Ohio. The latter application was designated for hearing by the Commission last week. The other principal is Guy W. Gully, banker. New station will operate with an ERP of 16.6 kw visual, 10 kw aural and have an antenna 320 ft. above average terrain. The estimated construction cost is $72,500, first year operating cost $100,000 and revenue for the first year $100,000. Youngstown's other tvs are WFMJ-TV, ch. 21, and WKBN-TV, ch. 27.

FCC SETS HEARING ON WBUF-TV SALE

SALE of ch. 17 WBUF-TV Buffalo, N. Y., to NBC for $312,500, approved without hearing by the FCC in September [B•T, Sept. 26], was designated for hearing last week following a formal economic protest by WGR-TV Buffalo [B•T, Oct. 10].

At the same time, the FCC approved purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. for $115,000 plus assumption of obligations totaling $125,000. Also approved by the Commission was the sale of KAVE Carlsbad, N. M., along with permit for ch. 6 KAVE-TV, not yet on the air, to Nancy H. Battison for $150,000.

At Buffalo, the FCC set the NBC-WBUF-TV sale for hearing on Dec. 19, adding that it will postpone a decision on WGR-TV's request for stay of the sale approval pending receipt of additional financial data from WBUF-TV. Specifically, the FCC said it wants the balance sheet and profit and loss statements of WBUF-TV from Jan. 31 to the present because it felt the financial information for this period is incomplete.

The original contract between NBC and WBUF-TV provides that WBUF-TV will remain on the air until Dec. 31, unless NBC takes over the station by that time. WBUF-TV, which suspended operations for a short time before the announcement of the NBC sale, has told the Commission it is operating at a continual loss. Ch. 2 WGR-TV has maintained that WBUF-TV has not established that it cannot maintain its service because of financial losses.

Approval of the WLBR-TV purchase by Triangle (WFIL-AM-TV Philadelphia and the *Philadelphia Inquirer)* follows a series of protests by Harrisburg uhf stations alleging economic harm if the sale is approved.

Triangle bought WLBR-TV, which ceased operation a year ago, from the Lebanon Television Corp., owned 52% by WLBR and 38% by the *Lebanon News,* with the remainder held by three other stockholders.

Triangle also owns WNBF-AM-TV Binghamton, N. Y.; WHGB Harrisburg, Pa., and has announced the contract signing for purchase of WFBG - AM - TV Altoona, Pa. (ch. 10) for $3.5 million [B•T, Sept. 26]. Triangle also is applicant for ch. 18 at Elmira, N. Y., to be used as a satellite of ch. 12 WNBF-TV.

At Carlsbad, KAVE-AM-TV was bought by Mrs. Battison, whose husband, John, is consulting engineer and former manager of CHCT-TV Calgary, Alta. The properties were bought from Val Lawrence.

CONELRAD PLAN RUNS INTO OPPOSITION

California civil defense official charges method is obsolete, can cause undue panic. FCC's Renton answers that defense plan is necessary, that shortcomings are minor.

STORM clouds have begun gathering over Conelrad, the method by which broadcasters in a target area all shift over to 640 kc or 1240 kc and transmit intermittently.

Stanley Pierson, California civilian defense director, charged last week that the Conelrad system of keeping stations on the air in the event of an enemy air attack is a failure.

In a peppery statement last Monday, Mr. Pierson asserted that the present Conelrad program is "outmoded and obsolete" and constitutes "a highly dangerous panic-producing potential."

Gist of Mr. Pierson's complaint was that Conelrad operation requires from 15 to 30 minutes before it begins operating properly, and that the "cluster" signals suffer from fading and lack of distance reception.

"We believe very strongly," he said, "the American public is being subjected to a grave and serious disservice in being educated to expect prompt, clear and concise information and instructions in the event of a national emergency."

Hits Publicity

Mr. Pierson was obviously referring to civil defense publicity advising the public to tune to 640 kc or 1240 kc in the event of an emergency attack.

The California defense director also questioned the efficacy of having stations grouped in clusters for Conelrad operation as a means of circumventing the use of regular broadcasts as "homing" signals for enemy aircraft.

"There is a growing belief, constantly becoming more vocal," Mr. Pierson charged, "that the concept of a potential enemy's dependence upon our commercial broadcast stations for navigational purposes is, in itself, exaggerated, unrealistic and outmoded."

Fear was expressed by Mr. Pierson that the time lag between radio stations going off the air and resumption under Conelrad, and the "fading" of signals after the defense operation begins constitute "a highly dangerous panic-producing potential."

Mr. Pierson's attack was the most recent of a number which have been made against the Conelrad plan. The latest was several weeks ago when broadcasters in Southern California were reported to have refused to take responsibility for initiating alerts on the air. This position was taken after a California Air Defense Command erroneously signaled an alert. This was never broadcast. Broadcasters have said, it was reported, that they feared they might unintentionally cause panic and possible death and injury to thousands in some similar future situation.

A clarification of the matter of liability in an instance of this sort was understood under consideration by the California attorney general.

Ralph J. Renton, FCC Conelrad supervisor, told B•T last week that Mr. Pierson was basically in error. Conelrad is primarily a counter measure against enemy aircraft using broadcasts for navigational purposes, he said. He asserted that this was still a significant factor and bound to become more so with the increasing use of guided missiles.

The FCC official emphasized that the broadcast of civil defense information to the populace was a secondary motive in the establishment of Conelrad. He agreed that there was a warmup period before each cluster of stations began operating together, but he pointed out some stations could move from normal to emergency operations in five minutes.

He admitted that Conelrad messages could not reach out more than 25 miles from the cener of the cluster and that under present civil defense evacuation plans, the public would be bereft of over-the-air information after it had dispersed from cities.

Mr. Renton declared that there was no question Conelrad was not perfect but that it was the best we have now.

It was understood that the basic quarrel over Conelrad is between the Air Force and civilian defense officials.

There are about 1,300 commercial radio stations in the nationwide Conelrad plan. They have spent close to $1 million for equipment. A national Conelrad test, it was explained, would cost the broadcasters about $1.5 million in loss in revenues, extra operating expenses, etc.

They're Renewed

THREE of the country's major tv stations had their licenses renewed last week, but the FCC gave their operations a critical going over first. The stations are CBS-owned WBBM-TV, NBC-owned WNBQ (TV), both Chicago, and WTMJ-TV Milwaukee. Ordinarily license renewals are handled routinely by the Commission's Broadcast Bureau. These, however, were sent up for Commission action because, it is understood, their prime evening hours showed 95% commercial. Only Comr. Edward M. Webster dissented from the FCC's action renewing the licenses; he wanted to ask for further information on this, and also regarding what seemed to be a minimum of educational, agricultural and public service programs.

Bartley Urges Cooperation With Civil Defense Program

BROADCASTERS should lead civil defense activities by using their programming know-how but an all-broadcast alert test would cost the industry over a million dollars in a period of civil defense confusion, according to FCC Comr. Robert T. Bartley.

Addressing the NARTB Colorado Springs regional conference Wednesday, Comr. Bartley left the impression that civil defense planning is in a sorry state and good programming for broadcast-Conelrad service simply is not available in many areas.

Despite this civil defense weakness, he urged broadcasters to take the initiative in cooperating with local civil defense groups and Conelrad. "In approximately 35% of the communities having Conelrad stations, there has been little or no program coordination by civil defense groups," he said. Noting this is not a responsibility of broadcasters, he urged them to utilize their programming know-how.

About a million radio transmitters operate

They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.

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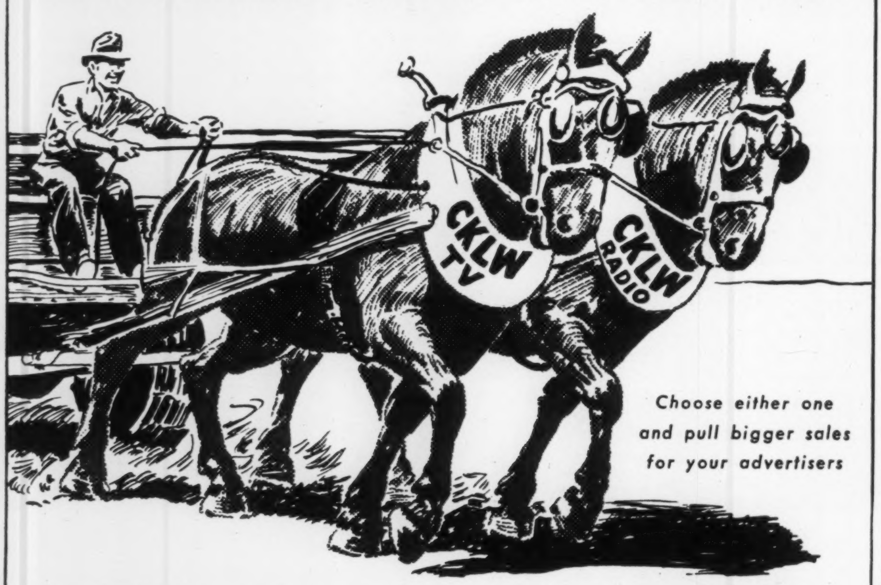

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CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

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under voluntary or mandatory Conelrad, he said, including 800,000 licensed by the FCC as well as the military and government transmitters. Voicing appreciation for excellent broadcast cooperation in Conelrad, he said, "Conelrad is essential for defense. It is effective in minimizing navigational information. Civil defense broadcasts are necessary. The programming problem, at least for the present, should receive top attention. And the public must be educated as to the utility and the limitations of Conelrad."

An extensive educational campaign would be needed, if broadcasters were to avoid a wasteful alert demonstration next June when another national test of emergency government operation is planned, he said. "Broadcasters are the only people who were ready" for emergency tests, he reminded. Participation in the June maneuver would require approval of FCC, Secretary of Defense and Office of Defense Mobilization.

WNYC Successful in Fight For Use of 5-Kw Transmitter

AFTER almost a two-year battle, New York City-owned WNYC won its fight for FCC permission to use a 5 kw transmitter—to be operated at 1 kw during its regular broadcast hours, and at 5 kw for Conelrad operations.

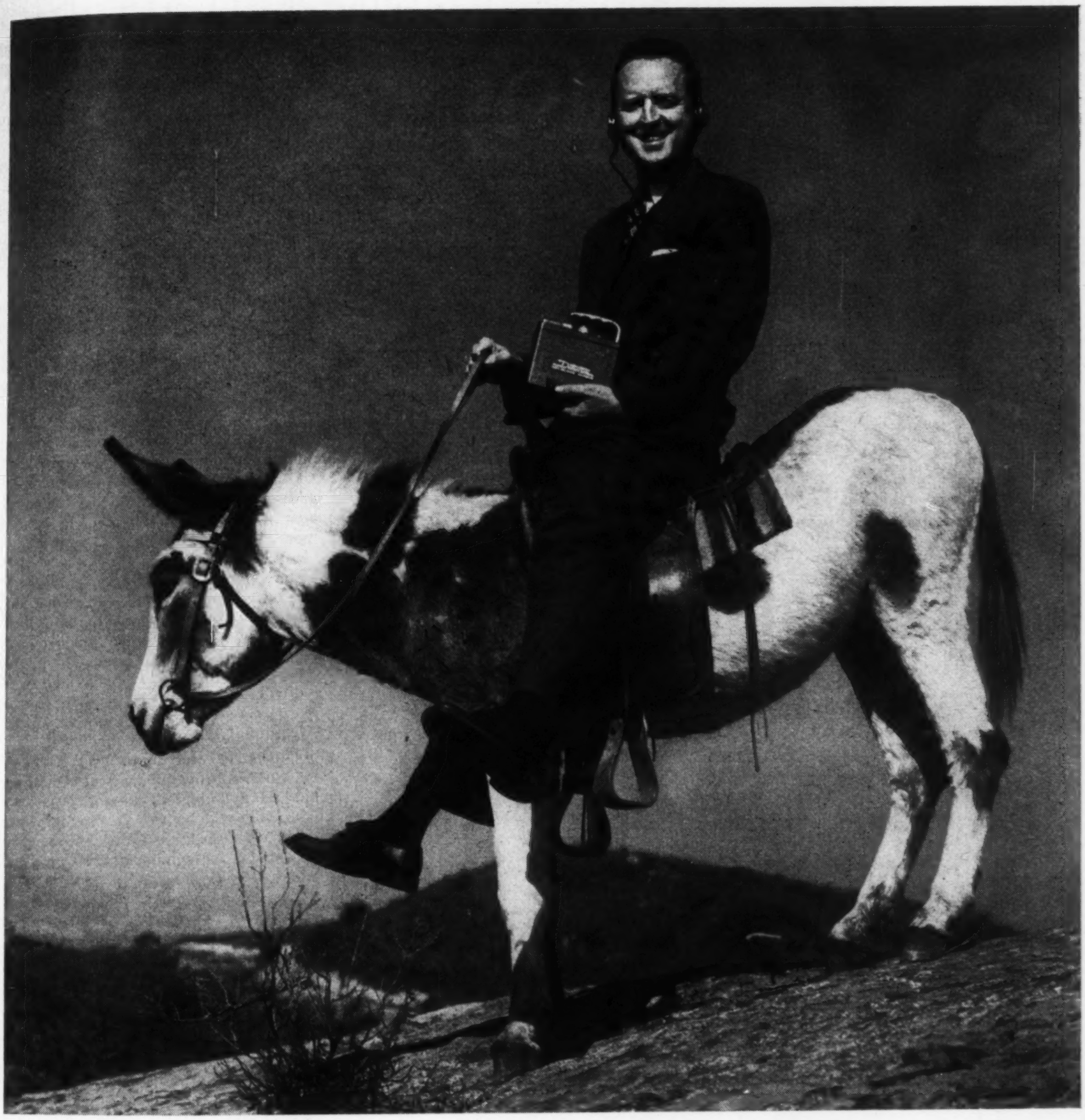
The municipal station (1 kw limited on 830 kc) sought permission to double up on a new transmitter in January 1954. This required a waiver of a Commission rule which prohibits a station from using a transmitter with power in excess of its authorized radiated power. The FCC denied the request. WNYC went to court, and last May the U. S. Court of Appeals in Washington remanded the case to the FCC on the ground that the Commission cannot deny an application without a hearing—even though the application conflicts with a rule. This decision was similar to the same court's ruling in the multiple ownership case brought by Storer Broadcasting Co. The Supreme Court has accepted review of this latter decision.

Meanwhile, WNYC bought a 5 kw transmitter, but altered it to meet the 1 kw rule. The Commission's action last week authorizes WNYC to restore the transmitter to its 5 kw rating; to be used at 1 kw for regular operations and at full 5 kw power for Conelrad operations.

Five Station Transfers Get Approval of FCC

FIVE SALES, amounting to more than $600,000, were approved by the FCC last Wednesday. The five grants were:

- KRKD-AM-FM Los Angeles, Calif.—to Continental Telecasting Corp., from Radio Broadcasters Inc., for $417,500 [B•T, Oct. 10]. Principals include Frank Oxarart, 20% owner of KVOA-AM-TV Tucson, Ariz., and the Albert Zugsmith Corp., media broker.
- KMYR Denver, Colo. — from KMYR Broadcasting to Dolph-Pettey Broadcasting Co. for $60,000 [B•T, July 18]. Messrs. William B. Dolph and Herbert L. Pettey have varying degrees of interest in WMT-AM-TV Cedar Rapids, Iowa, KJBS San Francisco, KULA-AM-TV Honolulu and KGIL San Fernando, Calif.
- KSTT Davenport, Iowa—transfer of control from Davenport Broadcasting Co. to Quint Cities Broadcasting Co. for $62,800 [B•T, Sept. 26]. Buyers, holding 90% of Quint Cities, are



J. L. Cassingham, President of The Detectron Corporation, tells how

"A $98.50 investment can make your fortune!"

"The great uranium rush is on!

"All you need is a Geiger Counter like this $98.50 Detectron — and some luck.

"Fifty people have already become uranium millionaires. Many hundreds have made substantial fortunes, among them a janitor, an electrician, a plumber's helper, a lawyer, a dentist, a housewife — all amateurs!

"News of even a small strike can run a dealer out of instruments. But we can deliver new instruments overnight by Air Express. And some of those towns are pretty remote. Air Express is not only the fastest air service — it is often the *only* one. No wonder we need Air Express. We would be seriously handicapped without it.

"Yet we *save* money by specifying Air Express! 25 lbs. from North Hollywood to Denver, for instance, costs $8.05. That's $3.15 less than any other complete air service!"

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25% owners of applicant for a new am outlet in Algona, Iowa.

- WBRN Big Rapids, Mich.—assignment of license from Paul A Brandt to WBRN Inc. for $50,000. WBRN Inc. president and 55% stockholder is D. Spencer Denison, station general manager.
- KHOB Hobbs, N. M.—To Permian Basin Radio Corp. from Lea County Broadcasting Co. for $55,000. Among the buyers are President Charles R. Scott (25.3%), Secretary-Treasurer Quenton K. Crandall (26.4%), Vice President Helen F. Orr (25.3%), all KHOB employes, and Mike A. Barrett (10%), owner of KTFY Brownfield, Tex.

(For details of other transactions last week, see FOR THE RECORD, starting on page 113.)

REPORT CRITICIZES RADIO-TV STATUS

Study under auspices of American Civil Liberties Union suggests Communications Act might be revised to permit more freedom of broadcast media. Also proposed: Study of relative impact of radio, tv and press.

POSSIBLE overhauling of the Communications Act and a study of the relative impact of radio, tv and the press were suggested last week in a six-week study made for the American Civil Liberties Union by Allen Raymond on the subject of suppression of news from the public by federal agencies and branches of the government.

Mr. Raymond, whose 37-year journalism career includes foreign posts with the *New York Times, New York Herald-Tribune* and the *Saturday Evening Post,* released the report Thursday. ACLU's board of directors has authorized "widest possible dissemination."

Meanwhile, the House Government Information Subcommittee opens hearings on the same subject today (Monday), beginning with a discussion-type session featuring 14 persons considered to be experts in the field of freedom of information.

At a Thursday news conference Mr. Raymond said he thought the radio-tv media should be "freed from every possible restraint."

The Raymond report, highly critical of the Eisenhower Administration's government information policies, said that although both GOP and Democratic administrations have "been guilty of censorship at the source of news, against the public interest, invisible government is now worse than at any time in many years."

He pointed to "the rise in recent years of two government-controlled media, radio and television, which themselves are in constant danger of unwarranted dictation, concerning their powers of public discussion, by the FCC." Asking, rhetorically, whether radio-tv should be less free than the press in their commentaries, he stated: "Government power for renewable licensing now restrains them."

Obviously referring to the WICU (TV) Erie, Pa.-Ed Lamb license renewal case at one point, he said that an FCC majority has "sought to take away a television license from a critic of the national administration, on the ground that he once was a member of the Communist Party and had falsely denied it."

He recommended that non-governmental agencies (he suggested a legal group, perhaps sponsored by the American Bar Assn.) study the Communications Act and other acts to determine if they are in tune with the times. He said that, although provisions in the Communications Act were intended to give all political viewpoints equal access to the air, they have failed. ". . . But they still exert a restraint upon broadcasters."

The report seemed to indicate that Mr. Raymond felt there were shortcomings in radio-tv coverage of public meetings and congressional hearings, such as distracting attention from proceedings or causing hearing participants to "act in the movies" before tv cameras. Broadcasters have met these arguments by saying radio-tv coverage now can be made unobtrusive and that tv cameras do not cause such "acting," but only record it.

Mr. Raymond said the use of purchased time on radio and tv by political parties in election campaigns "has a major bearing on the liberties of the American people. . . ."

"There is a power in the theatrical and dramatic use of television to stir the emotion and temporarily to warp the judgment of countless people who could not be so influenced by the printed word," Mr. Raymond said. He expressed fear of what "the power of the Presidency or the power of the purse [ability to buy radio-tv time], or both combined, can do momentarily at critical times to the mind of the American people by televised dramatics."

Mr. Raymond's proposed media study would be entrusted to "such privately endowed colleges and universities as have earned through long years the trust of an informed public."

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WINSTON-SALEM
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CHANNEL 12

NBC for WINSTON-SALEM GREENSBORO HIGH POINT

HEADLEY-REED, REP.

Functional Music Permits Granted to Nine More Fms

NINE MORE fm stations were granted permission by the FCC last week for functional music operations. This brings to 11 the number of fm's to receive the new subsidiary communications authorizations; the first two received permits last month [B•T, Oct. 17].

Two of the subsidiary communications authorizations issued last week went to stations that will be the first to conduct their services on a multiplex basis. The stations are WFLY (FM) Troy, N. Y., and WJDX-FM Jackson, Miss. Another station, KSON-FM San Diego, is authorized for both simplex and multiplex, but plans to discontinue simplex upon installation of multiplex equipment.

The other six stations will simplex their background music: KITE-FM San Antonio; WPIC-FM Sharon, Pa.; WMMW-FM Meriden, Conn.; KUTE (FM) Glendale, Calif.; KING-FM Seattle, and WLDM (FM) Oak Park, Mich.

Last month the first such authorizations were awarded to WWDC-FM Washington and WPEN-FM Philadelphia.

Jameson Named to Handle ICA Congressional Relations

GUILFORD S. JAMESON, former president of the Federal Communications Bar Assn., was sworn in last week as deputy director of the International Cooperation Administration. He will be in charge of congressional relations.

During congressional consideration of the McFarland amendments to the Communications Act in the 81st Congress, Mr. Jameson appeared as official spokesman for the FCBA. He is author of the law making it a federal offense to intimidate witnesses appearing in any proceeding before a federal department, independent agency or congressional committee.

BEING SWORN IN as new deputy director for congressional relations of the International Cooperation Administration is Guilford S. Jameson (r), Washington attorney active in broadcast practice. The oath is being administered by C. W. Birely Jr., ICA personnel director (l), as ICA Director John B. Hollister watches.

FCC Asked to Approve $33 Million Lines Project

FCC was asked Tuesday to authorize construction by AT&T's Long Lines Dept. and 19 Bell System associated companies of some $33 million in supplemental communication facilities.

The new construction, according to Long Lines in New York, would provide 2.5 million channel miles of telephone facilities, more than a million miles of telegraph channels and about 5,300 channel miles for radio-tv networks.

The proposed construction would begin next year, with major projects including the building of a coaxial cable between Atlanta and Augusta, Ga., for telephone and tv service; the equipping of existing coaxial cable routes between Augusta and Charlotte, N. C., and between Indianapolis and Louisville, with a system tripling present capacity.

Ten New Radio Outlets Authorized by Commission

FCC last week issued construction permits for 10 new am stations, all with 1 kw or less.

Authorizations were:

- Pell City, Ala.—St. Clair Broadcasting System, 1430 kc, 1 kw daytime only. Among the principals is John H. Haynes, engineer for WMLS Sylacauga, Ala.
- Selma, Ala.—Central Alabama Broadcasting Co., 1570 kc, 1 kw daytime only. Owner Roland Jordan Jr. is former chief engineer of WCRL Oneonta, Ala. The grant carried a condition that program tests not be authorized until WETU Wetumpka, Ala., begins program tests on 1250 kc and that the new station not be licensed until WETU is licensed on 1250 kc.
- Oceanside, Calif.—San Luis Rey Broadcasting Co., 1320 kc, 500 w fulltime. None of the principals have other radio-tv interests.
- Indialantic-Melbourne, Fla.—Melbourne On The Air Inc., 1050 kc, 500 w daytime only. Melbourne President Richard M. Fairbanks is 51% owner of WIBC Indianapolis, Ind.
- Bremen, Ga.—West Georgia Broadcasting Co., 1440 kc, 500 w daytime only. None of the

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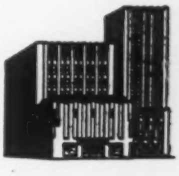

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permittee's principals have other radio-tv interests.

- Boise, Idaho—Radio Boise Inc., 740 kc, 500 w daytime only. Radio Boise President Roger L. Hagadone is general manager of KJRL Pocatello, Idaho, and Vice President Richard K. Mooney is secretary of the Idaho Press Assn.
- Anoka, Minn.—Anoka Broadcasting Co., 1470 kc, 1 kw daytime only. Anoka President John H. Lemme is 75% owner of KLTF Little Falls, Minn., and Vice President Oscar Lemme is 25% owner of KLTF.
- O'Neill, Neb.—Holt County Broadcasting Corp., 1400 kc, 250 w fulltime. Principals are Russell M. Stewart (50%), 33.3% owner of KNEB Scottsbluff, Neb., and 16 2/3% owner of KOLR Sterling, Colo., Robert D. LaRue Sr. (50%), 8.59% owner of KFTM Fort Morgan, Colo., and Les Weber, KNEB salesman.
- Conway, N. H.—WJWG Inc., 1050 kc, 1 kw daytime only. Mr. and Mrs. John W. Guider own the permittee and WMOU-AM-FM Berlin, N. H. Mr. Guider owns 9.7% of WMTW (TV) Poland Spring, Me.
- Waupaca, Wis.—Chain O'Lakes Broadcasting Corp., 1320 kc, 1 kw daytime only. None of the permittee's principals have other radio-tv interests.

TELEPROMPTER ASKS FOR OWN NETWORK

Firm's request that FCC rule on plan for nationwide private network to serve broadcast field clients draws Commission comment that it would be a common carrier.

EXISTENCE of plans for a nationwide, private broadcast industry communications network became known last week when the FCC published its reply to a request by TelePrompTer Corp., New York, for a ruling on its proposal to formulate a private line telegraph service.

The Commission told TelePrompTer that its proposed network would constitute a communication common carrier operation.

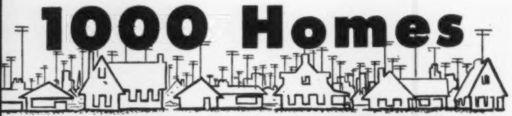
In seeking the FCC's position on its proposal, TelePrompTer, which owns and furnishes visual prompting aids for performers and others using television or making public addresses, described its plan as a private, intercity telegraph network—via leased Western Union lines—to be used to service television stations, networks, advertising agencies, program organizations, and other such potential users.

It also proposed to use this network to perform a program rating service, through the linking of a sample number of tv sets in various cities via telephone, and to furnish program material to stations for local live programs, such as news, home economics, educational and public service matter.

It planned to link 500 cities eventually, with 250 initially. The plan called for five major switching centers—New York, Los Angeles, Chicago, Dallas and Atlanta. Cost of leasing lines from Western Union was estimated at $1.2 million yearly.

The cost of this service was to be pro-rated among the users, except that TelePrompTer was to have free use of up to 25% of the time for its own services.

At week's end, TelePrompTer officials were studying the question of whether to go ahead under a common carrier authorization from the FCC. This would mean that it must file charges and have them approved by the FCC, and accept traffic from anyone who might wish to use the network.



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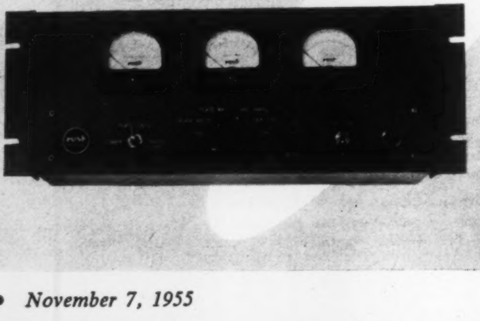

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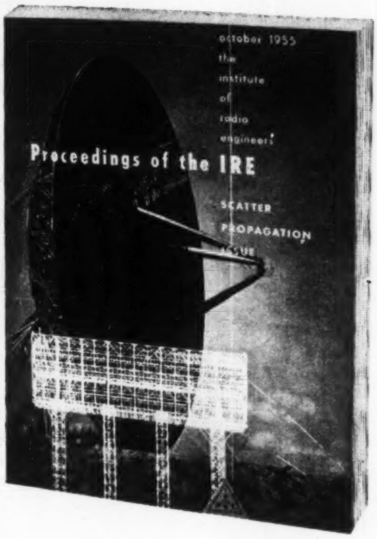

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SECOND CUBAN TV CITES INTERFERENCE

Angel Cambo, head of ch. 4 CMUR-TV Havana, backs one colleague's earlier protest of Miami vhf conflicts, asks U. S. city be made all uhf. He denies another Cuban broadcaster's assertion that interference is no real problem.

THE interference problems between Miami and Havana television stations are acute, a second Havana broadcaster said last week.

In a letter to B•T, Angel Cambo, president of ch. 4 CMUR-TV Havana, joined the point of view of Goar Mestre, president of the CMQ-TV Network in Cuba, that ch. 4 WTVJ (TV) Miami is causing serious interference problems in the Cuban capital [B•T, Sept. 5].

One Cuban telecaster has disclaimed the alleged seriousness of the interference between Miami stations and Cuban outlets. That was A. H. Barletta Jr., vice president of ch. 2 CMA-TV Havana [B•T, Sept. 26].

Mr. Cambo, like Mr. Mestre, referred to the recommendation for a mutual allocation agreement, suggested to the FCC by Dr. Antonio Marti of the Cuban communications ministry last year.

An FCC spokesman told B•T last week that nothing had been done about the Cuban complaint regarding interference claims between stations of the two countries. He pointed out that when the FCC made tv integration arrangements with Canada and Mexico before coming out with its 1952 table of allocations it attempted to work out a similar plan with Cuba but was not successful.

Mr. Mestre had suggested that Miami be deintermixed, making it an all-uhf city. This is substantially the position of Storer Broadcasting Co., which has recommended that Miami be made all-uhf, except for WTVJ (TV) there.

It is WTVJ which is interfering with CMUR-TV on the same channel, Mr. Cambo wrote. This interference, he said, occurs "not on rare instances but permanently." CMUR-TV will have to build a higher tower and install a more powerful transmitter, Mr. Cambo said.

Excerpts of Mr. Cambo's letter follow:

"As president of Television Nacional, S. A., owner of Channel 4 (CMUR-TV) and the only Cuban tv station which, up to the present, operates on a similar Miami channel, I wish to emphasize that without any doubt my Havana station has interference problems with Miami, not on rare instances but *permanently,* to such extent that I will be compelled to make new installations, with a higher tower and . . . more powerful transmitting equipment.

"Referring to the statement made by Mr. Barletta that my station has no interference troubles, I only wish to point out that this affirmation is made by my competitor who owns Channel 2 and is not a member of the Cuban Association of Radio and Television Broadcasters. To ascertain if a channel has or has no interference corresponds, I believe, to the owner of the station—in this case the writer—and to the proper authorities, through the usual investigation, but not to a station which is not suffering from interference.

"After reiterating that my tv Havana station is interfered with by Miami's similar tv channel, I wish to point out that it was a long time ago when I first pointed out to the Cuban Association of Radio and Television Broadcasters—of which I am honored in being a member—my fears that if the Miami tv station operating on ch. 4 increased its transmitting power it would interfere with my Havana station, and suggested the convenience for both the U. S. and Cuba to reach a mutual protective agreement. In the early days of television, we had lived with the false impression that those tv interferences were technically impossible, but by that time we had already observed that the propagation was much greater than originally calculated and we began to fear that an increase in power would cause serious interference. Some time after, I was informed that it was possible that conversations on this point would take place between the United States and Cuba, but in fact this never took place.

"The present interference caused to my Havana station led us to consider the urgency of reaching an agreement with the United States for mutual protection. Upon learning that some cities in the United States had been declared uhf zones, where only uhf tv stations could operate and that the FCC was studying the application of this system in the city of Miami, the Cuban Association of Radio and Television Broadcasters thought it was the right moment to suggest to the Ministry of Communications the advisability of taking the matter up with the proper U. S. authorities in an endeavor to find an adequate solution to this matter.

"The Ministry of Communications received our suggestion with an understanding spirit and, in compliance with the proper diplomatic procedure, they sent Dr. Antonio Marti, high official of the Ministry of Communications, to confer with the FCC.

"In this first meeting, Dr. Marti informed the FCC of the tv interference that my Havana station was suffering from Miami and the possibility that in the future new interferences might occur, as the number of Miami tv stations would increase, so that the FCC might study the convenience of deintermixing Miami city. Dr. Marti also suggested to the FCC to check and confirm this interference problem. Needless to say that Dr. Marti also mentioned to the FCC that in case this system would not be applied in Miami, Cuba was more than willing to start negotiations with the United States for mutual protection.

"The fears expressed by Mr. Goar Mestre—who is a member of the Cuban Association of Radio and Television Broadcasters—in his re-

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ferred letter addressed to you, are shared by all Cuban broadcasters who believe that this is the right moment to explore the possible solutions to avoid present and future interferences, in behalf of both U. S. and Cuban television audiences.

"These, believe me, are the real facts. Anything aside from this is making a tempest in a teapot! Far from it being our intention to molest our neighbors, or hurt their interests or ignore the United States, legitimate rights to use vhf channels. The common use of channels is precisely the spirit on which our radio broadcasting system in our North American Region is based and represents a magnificent example of the good relationship that must prevail between neighboring countries."

Approval of Albany Sale Recommended

AN FCC hearing examiner last week affirmed the FCC's approval of the purchase of WROW-AM-TV Albany, N. Y., by Lowell Thomas and associates.

Chief Hearing Examiner James D. Cunningham found that none of the charges made by now defunct WTRI (TV) Albany was valid. He recommended that the grant of the $298,800 transfer be reinstated.

The decision becomes final unless it is protested within 40 days of the date of issuance, Oct. 31.

WTRI, largely owned by Harry C. Wilder, had protested the sale of the WROW stations on the ground that it violated FCC policy proscribing ownership of broadcast properties by network officials and employes, that there was a violation of the antitrust laws because the Thomas group had discussed affiliation with CBS before buying the stations, and that there was concealment because Mr. Thomas was not revealed as the CBS news commentator and associate Frank Smith was not disclosed as Mr. Thomas' business manager in the application [B•T, Oct. 31].

Mr. Cunningham held that Mr. Thomas was not an official or employe of CBS, that the CBS switch in affiliation was based on business judgment, and that no violation of the antitrust laws was apparent. Mr. Cunningham also found that it was doubtful that the Commission was misled because Messrs. Thomas and Smith were not identified.

Both WTRI and WROW-TV are uhf stations. WTRI was the CBS-TV affiliate in the Albany-Schenectady-Troy area until the purchase of WROW-TV by Mr. Thomas' group. It suspended operations after it lost the CBS affiliation.

Super-Power U's Protest 2 Million Watt Experiment

OBJECTIONS to the application of WGBI-TV Scranton, Pa., for permission to experiment with 2 million watt output [B•T, Oct. 24] were scheduled to be filed with the FCC Friday by WBRE-TV and WILK-TV Wilkes-Barre, Pa.

Key to the objections was WGBI-TV's request for permission to experiment with powers up to 2 megawatts during the regular operating day. This violates the maximum power limitation, the Wilkes-Barre stations claim, and the general FCC policy that experimentation be carried on during off hours. Under present FCC rules, uhf stations (all the outlets involved are uhf) may radiate up to 1 million watts. WBRE-TV and WILK-TV already are radiating that power. Authority for WGBI-TV to broadcast with 2 megawatts will put them at a competitive disadvantage, the protesting stations claim.

ALTEC DYNAMIC MICROPHONE—Type 660A 660B

Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with 5/8" x 27" stand thread allowing a 90° vertical tilt.

FREQUENCY RESPONSE:	35 to 12,000 cycles
POWER OUTPUT LEVEL:	−57 dbm (10 dynes/cm2)
IMPEDANCE:	660A — 30 ohms 660B — 30, 150, 20,000 ohms
DIMENSIONS:	4" long — 1 11/16" dia.
FINISH:	Silver satin die-cast aluminum
WEIGHT:	660A: 11 oz. 660B: 13 oz.

ALTEC CARDIOID MICROPHONE—Type 670A

Ideal for broadcast or public address, this cardioid microphone with ribbon provides continuously adjustable patterns to permit "tuning out" undesirable noises by shifting the null point.

FREQUENCY RESPONSE:	30 to 15,000 cycles
POWER OUTPUT LEVEL:	−58 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	7½" x 3⅜" x 2½"
FINISH:	Dull gray plastic
WEIGHT:	20 oz.

ALTEC "LIPSTIK" MICROPHONE—Type M20

For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers on TV sets.

FREQUENCY RESPONSE:	10 to 15,000 cycles
POWER OUTPUT LEVEL:	Varies with impedance
IMPEDANCE:	10,000 ohms higher
DIMENSIONS:	3⅛" long — 0.6" dia.
FINISH:	Grey enamel and bright steel
WEIGHT:	5 oz.

ALTEC VELOCITY MICROPHONE—Type 671A

This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

FREQUENCY RESPONSE:	30 to 16,000 cycles
POWER OUTPUT LEVEL:	−56.5 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	4½" x 3⅜" x 2½"
FINISH:	Dull gray plastic
WEIGHT:	14 oz.

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SDX MARKS KDKA AS 'HISTORIC SITE'

National journalistic fraternity commemorates original spot in Pittsburgh where 35 years ago the Harding-Cox election returns were broadcast on the Westinghouse station.

RECOGNITION came to radio as a full-fledged journalistic medium from the nation's largest organization of newsmen in a ceremony last Tuesday marking KDKA Pittsburgh as a "historic site in journalism" on that station's 35th anniversary of regular broadcasting.

In the name of Sigma Delta Chi, representing 25,000 members in all phases of news gathering and dissemination, the Westinghouse station received a bronze plaque which cited KDKA's "historic broadcast" of the Harding-Cox presidential election returns on Nov. 2, 1920. The plaque will be installed at the site of the original KDKA studio in a building of the Westinghouse Electric Corp.'s plant at East Pittsburgh. A replica will be placed in the KDKA studios in the Grant Building in downtown Pittsburgh.

SIGMA DELTA CHI bronze plaque, commemorating KDKA's "historic broadcast" of the 1920 election returns, is presented to Westinghouse officials by Charles C. Clayton (2d r), *St. Louis Globe-Democrat* executive and past SDX president. L to r: Chris J. Witting, president of Westinghouse Broadcasting Co.; L. R. Rawlins, KDKA general manager; Mr. Clayton, and D. H. McGannon, Westinghouse Broadcasting Co. vice president.

The presentation was made by Charles C. Clayton, executive assistant to the publisher of the *St. Louis Globe-Democrat* and past president of Sigma Delta Chi, to L. R. Rawlins, general manager of KDKA, at a luncheon meeting of the Pittsburgh Advertising Club. At the head table was Mrs. Frank Conrad, widow of the late Westinghouse engineer who was instrumental in launching KDKA and who thus became known as the "father of radio."

Mr. Clayton said the presentation marked the first time SDX had given recognition to radio. He characterized the event as one "whose historic significance probably will be more clearly discerned by future generations."

Describing the event as one which recognizes "the birth of a new and powerful medium of communication," Mr. Clayton pointed out that Sigma Delta Chi is the only organization that can speak for the entire journalism profession. Its membership includes journalism students, those who teach them, the working newspapermen, the editors and publishers and those of allied fields including creative writers and public relations men.

Most significant of all, he said, is the fact that "this ceremony recognizes both the opportunities and the obligations that are inherent in radio as a servant of the basic right of a democracy—the people's right to know."

Radio and television, he added, "are today essential members of the fourth estate. And certainly I am not one of those who is ready to say that television has outgrown its older brother. I am convinced that there is a real place for both in the vital role of serving the people's right to know, just as those of us who work on newspapers and magazines have a part to play in serving this bulwark of democracy. * * *

"There is a phrase, well-known to all who are members of Sigma Delta Chi, which keeps ringing in my ears today. It expresses our obligation to serve the people's basic right to know 'with a vigilance that knows no midnight, and a courage that knows no retreat.' It is in the spirit of those words that I would like to dedicate this plaque."

FCC Comr. Richard A. Mack, in an off-the-cuff address, cited the wisdom and foresight of KDKA's founders, Dr. Conrad and the late H. P. Davis. Mr. Davis' philosophy of station responsibility and operation, enunciated in 1920, would stand today as a guide for all in broadcasting, he asserted.

Mr. Mack paid tribute also to newspapermen and to the press associations for their contributions to broadcast programming. "I think that some day the radio people ought to give an award to the newspaper people," he said.

The founders of KDKA, the Commissioner said, were responsible for the building of the "multi-billion dollar industry" of today. Because broadcasting became a "public necessity" there had to be Federal regulation, he concluded.

NEW PROGRAM PLANS OUTLINED BY QRG

DEVELOPMENT of programming plans, including the creation of basic daytime and nighttime formats, was authorized by directors of Quality Radio Group Inc., meeting in Chicago last week after the QRG stockholders' sessions.

The organization re-elected Ward Quaal, vice president of Crosley Broadcasting Corp., president, along with other officers for additional one-year terms.

William B. Ryan, QRG executive vice president, who has concerned himself with development of initial presentations to advertisers and agencies, has been authorized to proceed with a master programming plan involving greater emphasis on shows for teenagers. He will report "at the earliest possible date" to QRG's executive committee, again headed by Frank Schreiber, vice president of WGN Inc., Chicago, and a director of Quality.

Armed with a board approved budget for the fiscal year starting Oct. 1, 1955, Mr. Ryan promised Quality will offer, aside from new program plans, national "unduplicated" coverage and "lowest" competitive time rates.

QRG stockholders expressed renewed confidence in its sales concepts, mapped tentative plans for initial programming aired to member stations and lauded QRG's officers and directors for their efforts in behalf of the organization.

Also re-elected were W. H. Summerville, vice president, WWL New Orleans, as vice president, William D. Wagner, secretary, WHO Des Moines, secretary-treasurer, and Mr. Ryan.

Four new directors were named replacing others not eligible under Quality's bylaws. New directors are: Gordon Gray, vice president, General Teleradio Inc.; John M. Cutler, general manager, WSB Atlanta; Gustav K. Brandborg, assistant general manager, KVOO Tulsa, and Wayne Coy, president and general manager, KOB Albuquerque, N. M.

Retiring as directors are: Frank Fogarty, vice president, WOW Omaha; C. T. Lucy, general manager, WRVA Richmond, Va.; J. Leonard Reinsch, managing director, Cox stations, Atlanta, and Charles H. Crutchfield, executive vice president, WBT Charlotte, N. C.

Mr. Lucy was replaced by Mr. Gray on the Quality executive committee which also includes John H. DeWitt, president, WSM Inc.,

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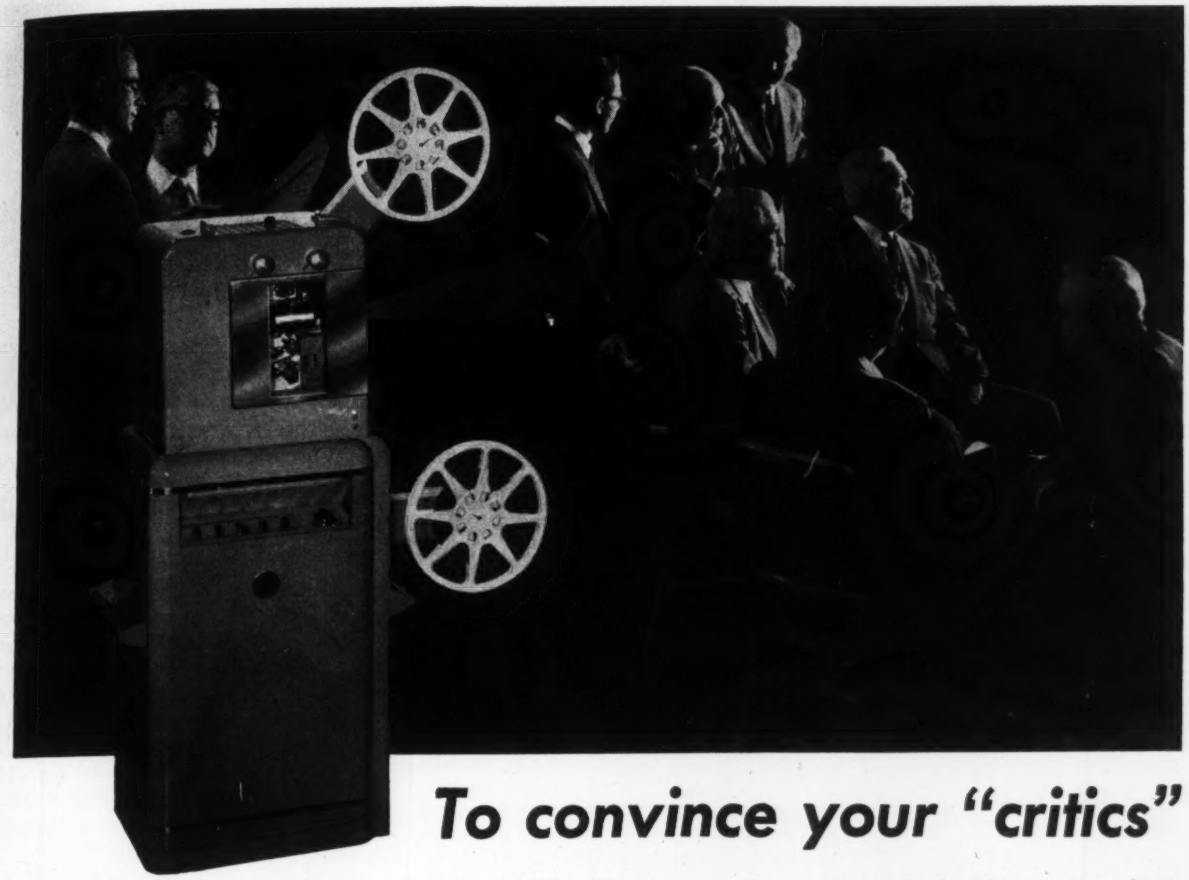


To convince your "critics"

Fancy brochures, top ratings, and rave notices are fine selling aids. But most sales are clinched only when the prospective sponsor *sees* your TV show.

At audition time, he's likely to become supercritical. But a *perfect presentation* can help you sell him—and that's what you can give with an Eastman 16mm. Projector, Model 25. Here's why . . .

Duplicate telecasting conditions

Sharp pictures and clear sound duplicate the perfection of actual telecasting conditions . . . keep your prospect enthused and help get his signature on the contract. The Model 25 has the *identical* sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector.

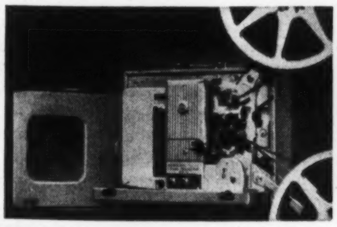
Talk in the same room

The Model 25 runs so quietly that discussion will not be interrupted, and hard-thinking viewers will not be distracted—even when you run the projector in the same room. Precisely synchronized motors and the exceptionally stable oil-sealed film-transporting mechanism make this whisper-quiet performance permanent.

Simple to operate

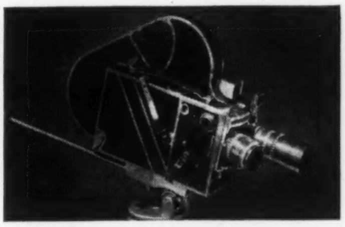
You needn't be a technician or an expert to get perfect projection from the Model 25. Controls are simple and positive-acting. And once you set them . . . forget them!

Complete information about the Model 25 is yours on request. But only a demonstration will show why it passes any audition test. Ask your Kodak Audio-Visual Dealer, or send coupon.



For your outside selling

A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive *permanent* pre-lubrication. Six models to meet every 16mm. need!



Anything that moves

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action whenever a big story breaks in your city.

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Please send name of nearest Kodak Audio-Visual Dealer and information on ☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Pageant Sound Projectors ☐ Cine-Kodak Special II Camera.

NAME____________________
TITLE____________________
COMPANY____________________
STREET____________________
CITY__________ (Zone)
STATE____________________

Kodak
TRADE-MARK

Nashville; Ralph Evans, executive vice president, WHO Des Moines, and Donald Thornburgh, president of WCAU Philadelphia.

Besides Messrs. DeWitt, Evans, Quaal and Schreiber, other directors of QRG are James M. Gaines, vice president, WOAI San Antonio, and Chris Witting, president, Westinghouse Broadcasting Co.

Quality now claims 23 stockholder member stations.

Storer Third-Quarter Report Shows Overall Income Gains

NET INCOME gain of $273,722 for its third quarter earnings after taxes for 1955 over the same period last year, was reported last week by Storer Broadcasting Co. Third quarter net earnings totaled $1,012,360 as against 1954's $738,638. Earnings per share rose from $.29 in 1954 to $.41 this year.

Net earnings after taxes for the nine-month period, ended Sept. 30, 1955, were $2,864,269 compared to $2,355,974 for the 1954 period. Earnings per share—based upon the combined total number of common and "B" common shares currently outstanding—were $1.14 compared to $.92 in 1954.

September net earnings reached an all-time monthly high of $409,439—an increase of 90.5% over September 1954's earnings of $214,913.

Storer stations are: WSPD-AM-FM-TV Toledo; WJBK-AM-TV Detroit; WAGA-AM-TV Atlanta; WBRC-AM-TV Birmingham; KPTV (TV) Portland, Ore.; WJW and WXEL-TV Cleveland; WGBS-AM-FM-TV Miami, and WWVA-AM-FM Wheeling, W. Va.

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CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

KMYR Appoints Barry Long Vice President-General Mgr.

FOLLOWING FCC approval last week of the sale of KMYR Denver to Dolph-Pettey Broadcasting Co. (see page 92), the appointment of Barry Long as vice president - general manager was announced by Herbert L. Pettey, president of the company.

MR. LONG

Mr. Long has been sales manager of KOA Denver and WNBC New York as well as local sales manager of KLZ Denver.

KMYR also announced that a new transmitter and studios are being constructed north of Denver looking toward a power increase to 5 kw on 710 kc. The station presently operates on 1340 kc, 250 w.

KTHV (TV) Sets Nov. 20 For Start of Operations

PROGRESS REPORT from KTHV (TV) Little Rock, Ark., says that the ch. 11 station plans to begin commercial operation around Nov. 20 with maximum power of 316 kw. KTHV will be affiliated with CBS-TV.

Pending completion of its new two-story studio building, expected in February, KTHV will operate from its present site, 313 Main St., programming only at night (Mon.-Sat., 5:55-11, Sun. 4-11).

The new tv building, at 8th and Izard Sts., will comprise 27,000 sq. ft. and will house two studios (40 x 50 and 30 x 50 ft.). KTHV will operate from a 1,175 ft. tower atop 1,030-ft. Shinall Mountain, bringing total height to 2,025 ft.

Management lineup is as follows: B. G. Robertson, general manager; W. V. Hutt, commercial manager, and Cecil Bland, program director.

STATION PEOPLE

E. H. Keown named general manager of WQSN Charleston, S. C. (formerly WUSN). Mr. Keown was formerly general manager of WHAN Charleston.

John Devine, acting commercial manager and former promotion manager, KVOO-TV Tulsa, named commercial manager. **Gordon E. Gearhardt,** White Adv. Agency, Tulsa, to KVOO-TV as promotion manager.

MR. DEVINE MR. GEARHARDT

REPRESENTATION agreement with John E. Pearson Co. was signed Wednesday during NARTB Colorado Springs meeting by KRDO-AM-TV Colorado Springs and KCSJ-AM-TV Pueblo, Colo. Harry Hoth (r), KRDO-AM-TV president, signed for that station. Ray J. Williams (l), president of Telerad Inc., management corporation, signed for KCSJ-AM-TV. John E. Pearson (c), president of the representative firm, signed the pact along with James D. Bowden, vice president. The two tv stations currently comprise the Silver Dollar Network, also represented by the Pearson firm. Both tv outlets are NBC-TV affiliates. Agreement becomes effective Dec. 1.

Edward E. Kash, senior producer, Henri, Hurst & McDonald, Chicago, appointed station manager, WEEK Peoria, Ill.

Al Constant, general manager, KBAK-TV Bakersfield, Calif., elected vice president and member of board of directors.

W. C. Blanchette, commercial manager, KFBB Great Falls, Mont., appointed station manager, replacing **LeRoy Stahl,** resigned to do freelance writing. **William E. Spahr,** KFBB staff, named assistant station manager in charge of personnel production and public relations.

Jerry White, WMBR-TV Jacksonville, Fla., sales service department, to program director, WMBR-AM-FM. **Wally Kopec,** film department, replaces Mr. White as tv sales service director. **Dan Hicks** and **Bill Blackburn** to local account executives, WMBR. **Barbara Simpson** and **Beverly Painter** to WMBR-AM-FM-TV promotion staff. **Betty Trammel** to WMBR radio continuity director. **Dottie Johnson** to tv continuity department. **Jamie Lirette** named talent and women's editor, WMBR-TV.

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RADIO and TELEVISION STATIONS

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All Inquiries Confidential

Fuels for the Stratosphere —And *Beyond!*

Willy Ley is one of the first pioneers in rocket research. As early as 1927 he became one of the founders of the German Rocket Society. Now a popular author and lecturer on "rocketry," Willy Ley is also a consultant to the Office of Technical Services of the Department of Commerce and a member of rocket societies all over the world.

by WILLY LEY

Famous Rocket Expert

During my lecture tours, I visit a great many oil company laboratories. Each time I find oil scientists vitally interested in the fuels of tomorrow. In fact, our discussion automatically seems to turn to fuels for all kinds of rockets—for rocket-propelled aircraft—and finally—for space-going craft!

Rocket fuel research is highly complex—and very expensive. You see, there is no "best" fuel for rockets. Each rocket has special needs. For example, if your rocket is a military missile, it may have to stand ready, fully fueled, for quite some time. That calls for a fuel which can "stand and wait."

But if you have a towering research rocket which carries instruments beyond the stratosphere and pokes its nose into empty space to see how empty it actually is, you need a special fuel combination which can be put into the tanks just before firing.

Furthermore, we want rocket fuels to contain more than just a lot of energy. Like the motorist who wants a fuel without knock — the rocket engineer has lots of special wishes: his fuel must not freeze on cold days in the Arctic—nor can it develop high vapor pressure on a hot day in the tropics.

It must not be too light because lots of fuel weight in the tank is essential. It must be in plentiful supply because a large rocket burns about 300 pounds per second. For the same reason it must not cost too much. And it must be a good heat conductor because fuel is used to cool the rocket motor from outside before it is injected to burn inside. And to make the rocket engineer really happy, the fuel should not need any ignition but burst into flame spontaneously when meeting the liquid supplying the vital oxygen.

You can see that developing "perfect" rocket fuels is a tough assignment. But from what I've seen of oil scientists, they're sure to meet this challenge.

Top automotive engineers will tell you that the moment they come up with an advanced engine design, oilmen always are ready with the proper fuel to power this engine efficiently and economically. And in rocket research, oil scientists have already contributed various jet fuels, ethyl alcohol for research rockets and the hydrazine needed for "ignitionless" rockets.

There is a good reason why American oilmen are always ready for tomorrow. It is the intensely competitive nature of the oil industry. No company can stand still even for a second. Each company exerts every effort to stay ahead of rivals by developing new and improved products at *the lowest possible price*. The result is progress — lots of it.

To me this is a perfect example of the way all of us —whether we are rocket engineers or just car owners — benefit from the American competitive business system.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.
This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

STATIONS

Joseph Stamler, WABC-TV New York account executive, last week was appointed sales manager, succeeding **Lawrence L. Wynn,** resigned. Prior to joining WABC-TV in 1952, Mr. Stamler was sales manager of WNDR Syracuse.

MR. STAMLER

Beal Belford, merchandising director, KFWB Hollywood, appointed advertising, publicity and merchandising director for the Hollywood outlet.

Stanford Levy, WRCA-TV studio supervisor, appointed to newly-created post of WRCA-TV sales facilities coordinator. He will relieve tv salesmen of detailed administration and procure advance sales information.

Richard H. Newhouse, Associated Publishers Inc., national newspaper representatives, to sales department of WLIB New York.

Clyde Farnsworth, Scripps-Howard foreign correspondent-feature writer, to WCPO Cincinnati news bureau.

Paul Roscoe, sportscaster, KFEQ St. Joseph, Mo., to sports staff, KSAN-TV San Francisco.

Eleanor Arnett Nash, Baltimore *Evening Sun* columnist, fashion writer and sister of comic poet, Ogden Nash, debuted in new series Nov. 4 on WMAR-TV Baltimore. Her brother appeared on first *Eleanor Nash at Home* show.

Joe H. Baker, promotion manager, KMTV (TV) Omaha, appointed account executive. **Amos Eastridge,** publicity director, succeeds Mr. Baker as promotion manager. **Steve Shepard** appointed KMTV sports director replacing **Dick Charles,** resigned to take position with Omaha automobile firm.

Ernie Myers, chief announcer, KCBQ San Diego, to XETV (TV) Tijuana-San Diego talent staff.

Donald Painter, program production manager, WTAP Parkersburg, W. Va., to KFMB-TV San Diego as director. **Tom Cole,** sales development and promotion assistant, KFMB-AM-TV, named tv director.

AWARDS

Sloan Foundation Releases Report on Grant Recipients

ALFRED P. SLOAN Foundation last week released a report covering 1953-54, listing some 80 institutions as recipients of grants totalling more than $6.5 million, of which about $400,000 was for radio-tv educational projects.

Principal beneficiary of the foundation's appropriation for radio-tv was NBC-TV's *American Inventory* tv program, which is produced by Teleprograms Inc. in cooperation with the network. Other activities supported financially by the foundation during the period were the Alfred P. Sloan Awards for highway safety, presented to radio and tv stations and networks ($25,000); Freedoms Foundation, Valley Forge, Pa. ($31,815); special series of radio transcriptions, produced by Teleprograms and featuring regional economic developments in New England ($10,000).

MINIATURE Liberty Bells were presented to Campbell Soup Co. and Television Programs of America last Thursday by the U. S. Treasury Dept. for the firms' parts in boosting the Savings Bonds program. Lassie, star of the Campbell-sponsored CBS-TV show of the same name, is the key promotional tie-in of the Treasury program, and Campbell and TPA donated a special 20-minute film for showing across the country. The awards were accepted in Washington last Thursday by Rex Budd (l), vice president and director of advertising for Campbell, on behalf of Campbell President William B. Murphy, and Milton A. Gordon, president of TPA.

PROGRAM SERVICES

PAY TV ADVOCATES CLASH ON METHOD TO BE USED

In debate at engineers' meet, Jerrold representative claims its wired system is least fallible, most feasible. Skiatron speakers defend over-the-air broadcasting method, disparage Jerrold plan as easier to 'tap' and more costly.

WOULD pay television be more economically feasible under a system utilizing orthodox over-the-air broadcasting or under one using wire?

While the FCC still is considering the merits of arguments in favor of, and opposed to, toll tv, representatives of the Skiatron Electronics & Television Corp. and the Jerrold Corp. last week opposed each other in a debate, with Skiatron favoring over-the-air broadcasting and Jerrold the wired system. The debate was held at a joint meeting in New York of the Institute of Radio Engineering and the American Electrical Engineers Institute.

The debate was precipitated by a challenge issued last June by Jerrold, which claimed that the systems utilizing coded broadcast could be broken. Companies which propose coded broadcasts, including Skiatron, Zenith Radio Corp. and the International Telemeter Corp., were invited to participate in the debate, but Zenith and Telemeter officials did not attend the meeting. Jerrold also has contended that it is more economical to "pipe" toll tv into the home by wire.

On behalf of Skiatron, Dr. J. H. Laub, director of research, called Jerrold's proposals "a return to the horse-and-buggy era." He said that toll tv, as proposed by Jerrold, does not require FCC approval since it does not use the airwaves, and said Jerrold could have placed its system into operation if it were at all feasible. In more detail, William J. Shanahan, chief engineer of Skiatron, took sharp issue with Jerrold's arguments. He asserted that Jerrold's claim that the Skiatron code could be easily broken was "false and misleading," and further charged that Jerrold's proposals for wired tv were not only more costly than Skiatron's but also the system was easier to "tap."

Turning to Jerrold's proposal for wired toll tv, Mr. Shanahan said that estimates from public utilities companies placed the cost of installing underground cables and equipment needed to wire New York City at $50,000 a city block, in contrast with Jerrold's figure of as little as $100 a city block. At Mr. Shanahan's request, Skiatron showed a film, taken in a community in Pennsylvania, demonstrating the way the wires of Jerrold-equipped community antenna system could be "tapped."

Howard Kirk, vice president in charge of engineering for Jerrold, reiterated the company's stand that each of the codes of Skiatron, Zenith and Telemeter could be broken by a potential "bootlegger." He discussed in detail the ways and means a "bootlegger" could break each of the codes. Mr. Kirk observed that as far back as last June, Jerrold had offered to hold a public demonstration, designed to show that the codes could be broken.

Turning to Jerrold's proposal for a wired pay-tv system, Mr. Kirk explained that it would encompass an extension of the techniques devised for community tv system operations, many of which use Jerrold equipment. He said a detailed analysis of cost figures by Jerrold

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There is ONLY ONE
station
Which gives you
BOTH!

In Home:
Second in the "In Home"
Audience

Out-of-Home:
First in the "Out of Home"
Audience
Ask Us for Facts and Figures

showed that costs are lower for the wired system as high saturation is achieved, with the cost per subscriber about one-half to one-third of the cost for a scrambled broadcast system.

Mr. Kirk disputed the accuracy of the figures presented by Mr. Shanahan on the cost of wiring a New York City block. He said the $50.-000 cost might be for the wiring of a highly-populated area where large apartment houses are located, but that it would cover hundreds of families. He acknowledged that wires could be "tapped" under the Jerrold system but pointed out that a tapped wire is easily located, and service could be stopped to the "illegal" party.

Halpern Says Commercial Tv, Theatre Tv Won't Compete

BECAUSE theatre closed-circuit television has nothing to do with home viewing, it will never assume the proportions of a competitor of commercial radio-tv, according to Nate Halpern, president of Theatre Network Television Inc.

Speaking before a luncheon meeting of the New York Sportscasters Assn. last Wednesday, Mr. Halpern said theatre tv is a "distinct and different type of medium" that so far has been limited to special sports events. "Only a heavyweight championship bout such as the Marciano-Moore fight could have, and did, pull in a record-breaking $1,300,000 gate for a one night stand," he said, "and this once again illustrated the impracticality—from our point of view—of going into regular run-of-the-mill sporting events."

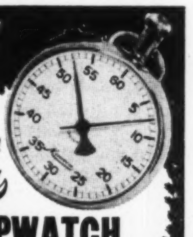
Mr. Halpern declined to comment on TNT's entertainment aspects "because that would take me into the area of pay-as-you-go tv." TNT, he said, is currently expressing interest, however, in telecasting Broadway plays and musicals to theatre audiences. The company last year inaugurated several remote closed-circuit telecasts of the Metropolitan Opera in New York.

George W. Kopp Dies; ASCAP Central Div. Head

FUNERAL SERVICES were held Oct. 29 in La Grange, Chicago suburb, for George W. Kopp, 40, who had been central division manager of the American Society of Composers, Authors & Publishers (ASCAP) for nearly 10 years. He died from a heart ailment Oct. 26 after five weeks illness.

Mr. Kopp originally joined ASCAP as a field representative in 1938. He served as an Infantry captain during World War II, and was appointed central division manager of ASCAP in January 1946.

Mr. Kopp is survived by his wife, Edna, and two sons, George S. and Robert Jeffery. Burial was last Tuesday in Hackensack, N. J.



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World Bank Recordings Made Available to Radio

WORLD BANK, Washington D. C., an international organization owned by 58 governments, has made seven tape recordings available free to radio stations. Five of the recording are of 4½ minutes duration, while the other two run for 14½ minutes.

The tapes deal with happenings in various countries in which the bank operates. Stations which have signed for the services are WLW Cincinnati, WHAS Louisville, WTMJ Milwaukee, KNX Los Angeles, WBZ Boston, KSD St. Louis and WSUN St. Petersburg, Fla.

Stations may receive tapes by writing Dwight Mallon, World Bank, 1818 H St., N. W., Washington, D. C.

Philey Sees New Trend In Ziv Radio Sales Rise

DESCRIBING the 47% increase in package and group program sales of Frederic W. Ziv Co. transcribed radio shows during the first half of 1955 as "a growing counter trend to the music and news swing of many U. S. radio outlets," a company official declared last week that the audience demand for star-value radio programming is on the upswing.

Ben Philey, Ziv's sales manager, claimed that the public demand for syndicated programming has developed because there is "less network programming of this sort available."

Ziv officials said that much of the sales activity by stations is based on heavy purchases of open-end program packages for vertical block slotting often in prime evening or weekend time.

Among the reported "most popular" radio programs are *Mr. District Attorney, The Eddie Cantor Show, Favorite Story, Cisco Kid* and *I Was a Communist for the FBI.*

Ziv Hosts Foreign Tv Group

FREDERIC W. ZIV Co., Cincinnati, will play host Nov. 12 to approximately 24 tv executives from South and Central America, Africa and Europe. The group, in the U. S. under the auspices of the State Department's special television project [B•T, Aug. 15] in order to observe American television and film production, have been invited by Ziv to look into its $2.5 million world-wide tv operations. Ziv International Div. services 12 foreign countries with specially-dubbed telefilms.

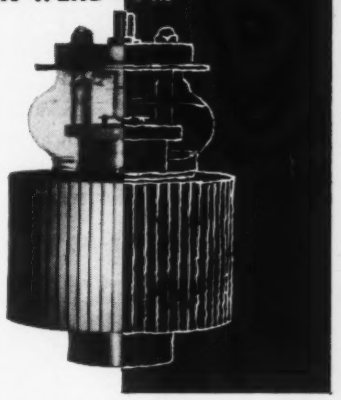
PROGRAM SERVICES PEOPLE

S. McMillan Shepard Jr. appointed to board of directors and named treasurer-comptroller of EMC Recordings Corp., St. Paul, Minn. Also appointed to EMC board were **Frederick Weyerhaeuser** and **Allen D. Shores.**

PROGRAM SERVICES SHORTS

Sunset Records, Hollywood, has signed licensee agreement with Wild Bill Hickok merchandising div. of Delira Corp. to introduce first record album of western character. Album, released this month, is musical-narrative titled "On the Santa Fe Trail" with Guy Madison and Andy Devine portraying their respective tv roles of Wild Bill and Jingles.

National Jewish Welfare Board, N. Y., has published working manual on use of tv for Jewish community centers. Booklet, *JCC on Tv—Telling Your Center Story on Television,* is designed to help professional and volunteer workers in centers make best use of facilities available to them locally.



ML-5530

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"...as of August 23, 1955 our three kilowatt FM type 5530 tube had 20,468 plate hours. It was still going strong and showing little sign of age..."

Alan H. Rosenson
Chief Engineer, WLRD-FM

How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation will!

Choose Machlett and you find . . .

Nearly 60 years electron tube experience.

Leadership in high vacuum technique.

Design Superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

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. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

Les Johnson, V.P. and Gen. Mgr.

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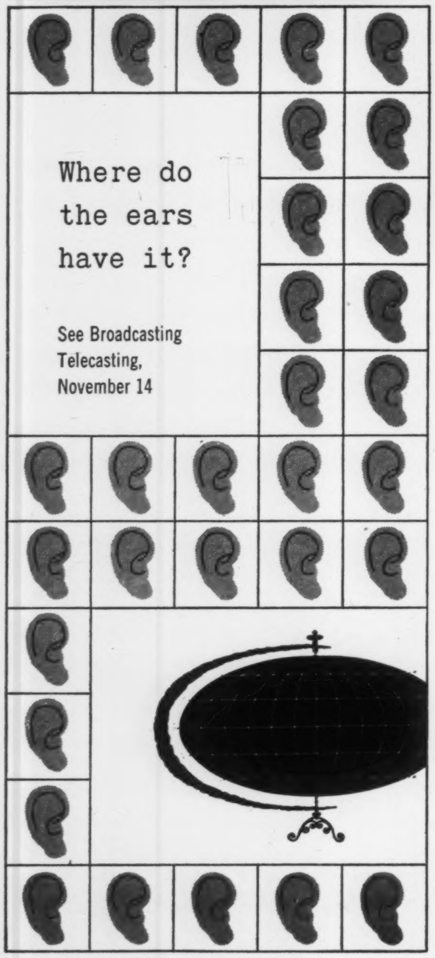
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.


Where do the ears have it?

See Broadcasting Telecasting, November 14

Radio-Tv Set Output Eclipsing '54 Total

THE Radio-Electronics-Television Mfrs. Assn. reported today (Monday) that during the first nine months of 1955 one million more tv receivers were produced than during the similar 1954 period. Radio set production is a full 25% above last year's figures at this time, RETMA said.

Production figures for the first nine months of 1955 follow:

	Television Sets	Home Radio Sets	Radio Portables
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
March (5 wks.)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	467,394	161,357	258,701
June (5 wks.)	539,973	181,930	255,833
July	344,295	141,119	79,410
Aug.	647,903	300,513	106,197
Sept. (5 wks.)	939,515	417,802	139,164
TOTAL	5,760,506	2,209,944	1,495,059

	Auto Radios	Clock Radios	Total Radios
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
March (5 wks.)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks.)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
Aug.	403,320	137,604	947,634
Sept. (5 wks.)	511,278	234,106	1,302,350
TOTAL	4,980,457	1,341,902	10,027,362

Owen Moves to CBS-Columbia As V.P. in Charge of Sales

MR. OWEN

NORMAN C. OWEN, vice president in charge of distribution, Zenith Radio Corp., Chicago, was appointed vice president in charge of sales for CBS-Columbia, New York, tv and radio receiver manufacturing division of CBS Inc.

Mr. Owen succeeds Harry Schecter, who resigned and who plans to associate with another firm. Prior to joining Zenith Corp., Mr. Owen was the president and a director of Webster-Chicago Corp.

DuMont Sets New Project

ALLEN B. DUMONT Labs Inc. last week announced plans to enter a program of diversification of instrument production, noting that it is currently marketing a number of general purpose electronic instruments and is engineering a "complete new line" of cathode-ray oscillographs. Named to head the new diversification program were F. William Scharpwinkel, production control manager of DuMont's technical products division, as service manager for the technical sales department, and Rudolph H. Arp, instrument service manager of the company, as manager of sales parts.

DuMont Moves on West Coast

WEST COAST headquarters of Allen B. DuMont Labs Inc. last week moved to larger quarters at 11800 W. Olympic Blvd., Los Angeles. The new location contains 30,000 sq. ft. of research, laboratory and office space and its own private railroad siding. Also housed in the new building is the warehouse and warranty service department.

Johnson, Robb Promoted In GE Sales Department

TWO new sales appointments were made last week in General Electric Co.'s tube department. Merle F. Johnson, administrator of sales for GE's distributor sales department in Schenectady, N. Y., was named to head the Chicago regional distributor sales office, while Louis M. Robb, San Francisco district sales manager, was appointed to succeed Mr. Johnson.

Mr. Johnson has served GE in various accounting and personnel capacities since 1936. In 1949 he was named district sales manager for the tube department in Washington, D. C., returning to Schenectady in 1953 to become sales administrator.

Mr. Robb joined GE in 1946 and in 1950 was named statistician in the tube department's product sales analysis program. In 1951, he was named to the San Francisco post.

Sylvania Reaches New High

SYLVANIA Electric Products Inc. has reported that its net earnings of $9,556,210 for the first nine months of 1955 ended Sept. 30 not only was the highest record for any comparable period in the company's history, but also exceeded 1954's full-year earnings.

Don G. Mitchell, chairman and president, reported a gain of 55% (or $3,389,984) over last year's full-year net earnings of $9,536,181 for the first nine months of 1955, whereas net sales of $216,242,559 for the first nine months were 8% higher than that of last year's comparable period. Third quarter sales of $77,529,210 established a new high for the quarter and were 5% greater than a year ago.

Minn. Mining Sets Record

MINNESOTA Mining & Mfg. Co. (broadcast tapes), St. Paul, has reported the largest quarterly sales volume of its history for the period ended Sept. 30—$71,067,503—and also record-breaking net income and earning figures. Net income before taxes was placed at $17,693,112 and earnings after taxes and dividends at $8,904,112, the company announced Wednesday. Sales volume is 27% ahead of the $55,892,505 recorded for the same three months in 1954.

Gates Sells Gear to WEAV

WEAV Plattsburgh, N. Y., has purchased a Gates transmitter and associated equipment to boost the station's power from 1 to 5 kw. The equipment will be installed in a new transmitter building slated to be completed in four months. WEAV also is building new studios which will be occupied around the first of the year.

SMPTE Sees Electronicam

ALLEN B. DUMONT LABS' electronicam tv-film system was demonstrated Tuesday to more than 400 members of the Atlantic Coast section of the Society of Motion Picture & Television Engineers in New York. Among films viewed by society members was a 30-minute run of Jackie Gleason's *The Honeymooners* which, company officials said, required only 37 minutes of actual filming before a live audience.

MANUFACTURING PEOPLE

George L. Wilcox, executive vice president, Westinghouse Electrical International Co., N. Y., elected president of Canadian Westinghouse Co. Ltd., Hamilton, Ont. He succeeds **Herbert H. Rogge,** who resigned but remains on board of director.

Ernest H. Vogel, marketing manager of General Electric Co.'s electronics division, Syracuse, retired last week after 10 years of service.

Ralph Bloom, district sales manager, Magnecord Inc. (tape recorders), Chicago, promoted to eastern regional sales manager of Magne Music Inc. division.

Charles B. Graham, manufacturer's representative, appointed distribution and promotion manager, hi-fidelity div., Fairchild Recording Equipment Co., succeeding **Robert G. Bach.**

Allen S. Johnson, Webster-Chicago Corp., to Thompson Products Inc. (electronics, aircraft, automotive parts), Cleveland, Ohio, as assistant to manager, electronics division.

Raymond D. Griffiths, field sales manager, Sylvania Electric Products Inc., electronic systems division, Buffalo, N. Y., to National Co., Malden, Mass. (communications, electronics equipment), as director, government contracts department.

Joseph C. Morrison, supervisor, General Electric Co. steam turbine generator department appointed manager of engineering lab and development unit, GE power-tube sub-department.

Arthur B. Shesser, Haydu Bros., N. J., (electronics, glass equipment) subsidiary of Burroughs Corp., named director of sales. **Frank G. Ferdinand** appointed sales manager of cathode ray tube division.

Ellis L. Redden, director of advertising and sales promotion, Magnavox Co., resigned.

W. R. G. Baker, vice president, General Electric Co., with **J. C. Nonnekens** and **Robert M. Estes,** of GE's electronic products division, left U. S. Tuesday for a 23-day flying inspection of electronics plants and facilities in Europe. They are expected to return Nov. 23.

MANUFACTURING SHORTS

Capehart-Farnsworth Co. has completed arrangements with Canadian Westinghouse Co., Hamilton, Ont., for Canadian manufacture and distribution of Capehart line of monchrome and color tv receivers and high-fidelity phonographs. First Canadian-made Capehart products are expected to be on the market in November from Canadian Westinghouse plant at Brantford, Ont.

Raytheon Mfg. Co., Waltham, Mass., reports that its receiving and cathode ray tube operations division has equaled its 1934 safety record when division completed two million man hours without a lost-time injury. Record, begun Nov. 13, 1954, covered both Newton and Quincy, Mass., plants, and was broken Sept. 6, when employe sustained minor injury. Liberty Mutual Insurance Co. safety officials in recognition, will award special plaques to Raytheon plants.

S. O. S. Cinema Supply Corp., N. Y. has brought out all-purpose film developing and reversal processing machine, called Bridgamatic Jr, Type RA, designed to take new pre-hardened emulsions, including Eastman Tri-X reversal. Unit has speed control allowing changes in developing time from 1½ to 12 minutes and

Advertisement

From where I sit
by Joe Marsh

Tie This One For Consideration-

Closed the office early last Saturday to go after pheasants with Pops Foster. I used fewer shells than the old gentleman and took home more birds—but *not* because I did better shooting.

I'd borrowed a dog for the occasion. Pops took along Blue, his ancient pointer. Several times I noticed Pops walk up to a clump of bushes Blue had pointed at and fire into the air—though he hadn't flushed a single bird.

Naturally, I wanted to know why. "Well," he said sheepishly, "I've been hunting with that dog for 11 seasons. His nose isn't much help any more—but I'd rather waste a shell than let him know."

From where I sit, Pops always shows consideration for people, *too. For instance, this is a small thing, but he puts a bottle of beer on ice for me when I visit him—though he never takes anything but coffee himself. Even if he doesn't agree with me on a matter of personal choice (which is his right) he'd rather not make a "point" of letting me know.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

will process at rate of 1,200 feet per hour. Stations and producers are offered time payment plan with equipment trade-ins. Prices start at $1,095.

Tarc Electronics Inc., Westbury, N. Y., announces "Colorscope" (Reg. T. M.) video signal evaluator for monochrome and color, which combines seven test unit functions in one compact instrument. New unit occupies space 14 x 16 x 24 in. plus power supply and can be set up for dolly carry or rack mounted. Ten signal displays are seen on instrument's face by means of function switch. Unit is priced at less than $5,000.

Allied Radio Corp., Chicago, has opened new hi-fi studio at 2025 W. 95th St., that city bringing number of area outlets to three. New studio features auditioning facilities, engineer advisers and leading brand audio equipment stocks.

Aerovox Corp., Cinema Engineering Co. Division, Burbank, Calif., is producing new magnetic erasing pencil type 8905 as an accessory for film or tape recording. Device erases small areas, syllables or parts of words and operates on 115 volts AC, 60 cycles at 10 w. Dimensions are those of king-size fountain pen with black phenolic material finish. Companion product is 27-pound Cinema Degausser type 9205, tank-type bulk eraser, also for tape and film erasing. Designed for industrial use and long life, Degausser is engineered for complete erasure of program and residual noise.

Technical Appliance Corp., Sherburne, N. Y., has introduced multi-set tv couplers for private homes, apartments, motels or other multi-set installations. New Taco Model 825 couplers, available as two-way and three-way splitting devices, are housed in weatherproof cases for outdoor installation. Company, manufacturers of Taco antennas and accessories, says new couplers are of voltage-splitting type and do not require power line connections.

Sylvania Electric Products Inc., N. Y., will build multi-million dollar plant in Altoona, Pa., for production of tv receiving tubes, according to Sylvania vice president in charge of tube division operation, Matthew D. Burns. Plant will cover approximately 110,000 sq. ft. of space and will be one story high, replacing smaller plant currently used by firm.

Westinghouse Electric Corp., N. Y., last week brought out new series of compact, caster-equipped mobile tv consoles with 21-inch screens, retailing at suggested price range of $219.95 to $279.95. Westinghouse noted models would have "utility and appeal" for hotel, hospital, other commercial uses.

Emerson Radio & Phonograph Corp., N. Y., last week introduced new, three-speed compact portable phonograph weighing 6¼ lbs. and measuring 5¼ x 12¼ in., to retail at suggested price of $24.00 Firm has also brought out its first portable tape recorder, model 900, complete with crystal microphone, power supply cord and two reels, at suggested retail price of $192.

Allen B. DuMont Labs Inc., announces introduction by its television receiver dept. of its second am-fm high-fidelity radio-phonograph combination at suggested retail price of $325.

Bell & Howell Co., Chicago, announces new model 385 Filmosound 16mm sound motion picture projector, which it claims produces four times as much sound volume at low voltage as previous models. B & H also announces addition to series of 16mm model 70 cameras (model 70-DR). New unit features coupled viewfinder and lens turret for greater operating convenience.

Central Canadians Elect Darling

TOM DARLING, manager of CHML Hamilton, Ont., was elected president of the Central Canada Broadcasters Assn. at the organization's annual meeting in London, Ont., Oct. 25. He succeeds Howard C. Caine, manager of CKFH Toronto.

Other officers elected were Al Collins, CKLB Oshawa, Ont., first vice-president; Baxter Ricard, CHNO Sudbury, Ont., second vice-president; Doug Trowell, CFPL London, Ont., secretary, and Fen Job, CJFB Brampton, Ont., as treasurer. Television station representatives elected to the board were Roy Hofstetter, CKWS-TV Kingston, Ont., and Ralph Snelgrove, CKVR-TV Barrie, Ont.

The French-language stations, meeting at Ste. Marguerite, Que., Oct. 16-19, elected David A. Gourd, CKRN Rouyn, Que., president of L'Association Canadienne de la Radio et de la Television de Langue Francaise. Phil Lalonde, CKAC Montreal, was elected vice-president and Maurice Boulianne, CJSO Sorel, Que., was elected secretary-treasurer. Directors elected were Tom Burham, CKRS-TV Jonquiere, Que., Rene Lapointe, CKBL Matane, Que., and Paul Lepage, CKCV Quebec.

U. S. Shows Continue to Top Canadian Popularity Ratings

OCTOBER *Telerating Report* of Elliott-Haynes Ltd., Toronto, shows U. S.-originated programs the most popular on a national rating of four basic Canadian cities; Montreal English-language, Toronto, Winnipeg and Vancouver.

The ten leading shows were *Four Star Playhouse* with rating 57, *Toast of the Town* 56.7, *Studio One* 52.4, *Burns & Allen* 45.6, *Ray Milland* 45.3, *Holiday Ranch* (Canadian) 43.4, *Big Town* 41.6, *Medic* 40.9, *Fireside Theatre* with Jane Wyman 40.1, and *Star Stage* 38.6.

Canada reverted to standard time at the end of September, and American network shows seen from U. S. stations or on Canadian stations on the microwave network were an hour earlier than usual. This resulted, in later hours of the evening, towards greater viewing of dramatic presentations on Canadian stations when U. S. stations aired their 11 p.m. newscasts, at 10 p.m. Canadian time. There was also an increase in viewing and percentage of sets in use increased by 5.2% to 53.4 in Montreal English-language homes, in Toronto by 8.4% to 55.3, in Winnipeg by 4% to 58.8, and in Vancouver by 3.6% to 54.3.

In the Toronto area, where highest concentration of tv receivers is still located, highest rated program from Canadian or U. S. stations was *The $64,000 Question,* with rating of 66.7, followed by *All-Star Hockey* 43.3, *NHL Hockey* 42.1, *I've Got a Secret* 38.2, and *The Millionaire* 36.8.

Opinions on Liquor Ads Sought by Canadian Board

CANADIANS are being asked to state their opinions on beer, wine and liquor advertising by the Ontario Liquor Control Board. William Collings, chairman of the board, has announced that a report on liquor advertising is to be made in December.

The board is gathering thoughts and comments from the public, radio and television stations, newspapers, periodicals, transit organizations, liquor firms and temperance groups. Institutional advertising is now permitted in some provinces by beer and liquor firms in transit services and some publications, but none on radio and television in provinces other than Quebec. No product mention may be made on Quebec radio and tv stations. Canadian magazines published in Quebec province carry product advertising by beer, liquor and wine interests.

The Ontario Liquor Control Board chairman stated that "if there is a better way of regulating liquor advertising, we want to know about it. We are looking to public opinion for guidance."

Two Canadian Firms Merge Into Batten Films Ltd.

A MERGER between two Canadian television and commercial film producing companies at Toronto has resulted in formation of Batten Films Ltd. The merged companies were the motion picture division of Rapid Grip & Batten Ltd., photo-engravers, and Meridian Productions. Headquarters will be in the former Queensway studios of Rapid Grip & Batten Ltd., with Ralph Foster, formerly of Meridian Productions, as manager.

Mr. Foster was at one time chief of films of United Nations, deputy film commissioner of Canada's National Film Board and its representative in Australia.

Julian Roffman, formerly of Meridian, has been named director of productions. He has been with British and United States film companies and Columbia Broadcasting System. Gerald J. Keeley, formerly of Rapid Grip & Batten, has been named sales manager of the merged firm.

S. W. Caldwell Ltd. Expands

S. W. CALDWELL Ltd., Toronto, has bought its fourth building at 400 Jarvis St., Toronto, in its expansion to handle all phases of radio, tv and equipment service. The new building will house the executive offices, equipment division and TelePrompTer of Canada Ltd., an affiliated company. Two buildings across the street, 447 and 443 Jarvis St., house recording studios, laboratories, sales department, film division, art department, carpentry and paint shops. The affiliated Sponsor Film Services Ltd. is located at 225 Mutual St.

Canada Tv Sales at New High

DURING September 1955 a total of 119,724 tv sets were sold in Canada, bringing the number sold in the first nine months of the year to 464,344, valued at $141,008,360. The September sales marked a new monthly record. Sales in the first nine months of 1954 were 345,327 sets. Geographically most sets this year were sold in the province of Ontario which accounted for 171,322 sets; with Quebec 120,661 sets; the four western Canadian provinces, 123,698 sets, and the four Atlantic coast provinces, 48,663 sets.

Politicians on Trans-Canada

POLITICAL broadcasts will be heard on Ontario stations of the Trans-Canada network every Monday evening at 7:45 p.m, with representatives of the three major Ontario political parties sharing the 25 weekly periods. Ten periods have been allotted to the Progressive Conservative party, eight to the Liberal party, and seven to the Cooperative Commonwealth Federation (socialist) party. Broadcasts, starting Nov. 14, run through June 4 on 13 Ontario stations.

EDUCATORS URGE PRESERVATION OF FM

National Assn. of Educational Broadcasters adopts resolution to FCC at annual meeting in Chicago. NAEB also wants equal opportunity to participate in any form of toll tv that Commission might adopt.

RESOLUTIONS asking the FCC to preserve the present fm band (88-108 mc) for fm broadcasting and to permit educational broadcasters "the same opportunities to participate" in any form of toll tv authorized by the Commission were adopted by the National Assn. of Educational Broadcasters at the closing sessions of its meeting in Chicago Oct. 26-29.

The Commission also was urged to retain the principle of reserved channels for non-commercial, educational tv stations "in any future allocations plan" and to "give no less favored treatment to education in the future than currently provided." The proposal was designed to counter suggestions that a time limit be placed on use of channels so reserved.

NAEB adopted the toll tv recommendation—but stressed it did not necessarily favor it—after an earlier talk by Dr. Millard C. Faught, economic consultant to Zenith Radio Corp. Holding out the hope to educators that subscription television might provide a source of revenue for exploring tv's potentials more fully, Dr. Faught suggested FCC rules could be changed to allow non-commercial outlets to participate in any form of toll tv that might be authorized. He expressed conviction pay-as-you-see tv would make a major contribution to educational telecasting.

Frank E. Schooley, NAEB president and broadcasting director at the U. of Illinois, told over 300 delegates to the association's 31st annual convention that present radio-tv assignments must be retained for education. He said he felt there should be more educational radio-tv outlets. He also lauded commercial broadcasters for their contributions to education.

Problems also confront educational tv broadcasters but they are paltry compared to the "total problem of educating America today," he asserted. Mr. Schooley also said that educational tv broadcasters should be permitted to participate with commercial television in any future toll tv experimentation.

Several aspects of the medium were dissected at opening day sessions of the convention, held at the Del Prado Hotel Oct. 26-29. Special feature was the showcasing of outstanding kinescopes and tape-recordings supplied by NAEB and the commercial radio-tv networks for the convention's radio and television program festivals.

Opening day talks were delivered by Edward L. Ryerson, president of the Chicago Educational Television Assn., on educational tv in Chicago (progress report on WTTW [TV] that city); by Harold B. McCarty, director of WHA Madison (U. of Wisconsin outlet), on educational radio in Wisconsin, and by Dr. David Dodds Henry, president of the U. of Illinois, on "Televised Education."

Dr. Frances Horwich, supervisor of children's programs at NBC, spoke on her program, *Ding Dong School.*

NAEB Re-elects Officers, Names Convention Sites

ENTIRE slate of 1954-55 officers, including President Frank E. Schooley, broadcasting director of U. of Illinois, was re-elected by the National Assn. of Educational Broadcasters at its 31st annual convention in Chicago Oct. 26-29. Delegates also voted to hold the 1956 and 1957 meetings in Atlanta, Ga., and St. Louis, Mo., respectively.

Re-elected in the closing sessions of the Chicago convention at the Del Prado Hotel were John Dunn, director of the Oklahoma Educational Television Authority, vice president; William Harley, program director for state broadcasting service, WHA-TV Madison, Wis. (U. of Wisconsin), secretary, and Robert J. Coleman, director of WKAR-AM-FM East Lansing (Michigan State U.), treasurer.

Three new regional directors also were named: Arthur F. Weld Jr., program director, WAER Syracuse (Syracuse U.), Region I; Miss Ola Hiller, manager of WFBE Flint (Flint public schools), Region III, and John Schwarzwalder, manager, KUHF-KUHT (TV) Houston (U. of Houston), Region V.

Minderman Reviews Educ. Tv, Predicts 25 Outlets by June

THE COST of one educational tv station is the equivalent of building one 20-room elementary school building, Earl Minderman, National Citizens Committee for Educational Tv, told the Professional Panhellenic Assn. at Pocono Manor, Pa., Friday.

All 258 educational tv stations possible under the reserved channel allocation plan in the FCC's table of allocations could be built at a cost of 77 cents per capita and operated each year for 38 cents per capita, Mr. Minderman said.

He reviewed the educational tv picture, saying there were 18 educational stations now operating and predicted there would be 25 by June of next year.

Episcopal Radio-Tv Meeting

STATEWIDE conference on broadcasting was held under the auspices of the Episcopal Radio & Television Council of New Jersey on Oct. 28 at the Princeton Seminary Radio Center. The conference was attended by Episcopal clergymen and laymen in the state.

Those who spoke at the all-day meeting included Herbert Rice, supervisor of program development for General Teleradio's owned-and-operated stations and formerly vice president of Mutual, on "Parsons, Programs and People"; Charles Hill, director of WJLK Asbury Park, N. J., on "What Radio Stations Expect of the Clergy," and the Rev. Dr. S. Franklin Mack, director of the Broadcasting & Film Commission of the National Council of the Churches of Christ, on "Why Episcopal Clergymen Should Broadcast." Fred Van Deventer, producer and member of the *20 Questions* program panel, served as moderator during a question and answer period.

Spock Film Series Readied

NEW 13-week series dealing with problems of rearing children and featuring nationally-known child authority Dr. Benjamin Spock, has been leased by the Educational Tv & Radio Center, Ann Arbor, Mich. The series, titled *Parents and Dr. Spock* — produced by educational WQED (TV) Pittsburgh—is being made available only to educational tv outlets. Later, the center said, the programs will be made available to commercial stations in non-educational tv areas.

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4

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NBC Television Network

DETROIT

Associate AM-FM Station WWJ

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Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC—Dates and facts about the important music events of the month.

BMI-licensed stations—AM, FM, and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.

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EDUCATION

Lighting Course Planned

FERD MANNING, CBS-TV lighting technician (*Studio One, Omnibus*) has been named to head the American Theatre Wing's tv production training program. The course, encompassing not only lighting problems but other tv production details, is one of the new eight-week courses initiated by ATW's radio-tv supervisor, Arthur Hanna, for active professionals. Attendance also is open to advertising executives and sponsoring company officials.

Further details may be obtained by contacting Isadora Bennett at 37 West 52d St., New York 19.

EDUCATION PEOPLE

Patricia Smithdeal, production manager-women's director, WJHL-TV Johnson City, Tenn., to Alabama Educational Television Commission as program coordinator. **Madge Law,** Birmingham YWCA public relations department, to commission as public relations coordinator.

EDUCATION SHORTS

Films of *Science in Action,* TPA-produced film series sponsored by Marine National Bank of Milwaukee on WXIX (TV) there have been offered by bank to science teachers of public and parochial schools for classroom use. Station has also presented film recording of season's first Edward R. Murrow *See It Now* show dealing with U. S. vice presidency to Milwaukee Public Library for school and community use.

Educational tv is getting helping hand from WSTV-TV Steubenville, Ohio, with teaching of accredited course by Ohio State U. in station's studios, aided by WSTV-TV personnel. Classes, planned to train educators and leaders, are said to constitute first such course at commercial station in Tri-State area.

WKRC-TV Cincinnati, in cooperation with U. of Cincinnati, this season is offering academic credit college course, titled *UC Telecourse.* Series deals with principles of psychology and is seen Saturdays at 9 a.m.

Educational station KUON-TV Lincoln, Neb., has instituted series of four televised Industry Tv Short Courses for businessmen. Given first or second week of each month, Mon.-Fri., 11:30 a.m., courses deal with "Training New Employees," "Communications," "Work Simplification" and "Statistical Quality Control." They are designed for office and factory viewing.

WGBH-TV Boston, non-commercial educational tv station, originates all live broadcasts on its Tuesday evening schedule directly from Museum of Fine Arts, Boston, only institution of its kind equipped with permanent facilities for live telecasts, it is claimed.

WIAN-FM Indianapolis, new public school station, has started broadcasting classroom programs 9:30 a.m. to 2 p.m. weekdays.

Radio Corp. of America, department of information, N. Y., has published brochure listing RCA scholarships and fellowships. Past recipients and schools are listed as well as administering RCA educational committee.

Educational Television & Radio Center, Ann Arbor, Mich., has issued booklet, "Presenting National Educational Television," outlining history of center's three-year operation. Center has acquired 1,200 programs for release to affiliated stations.

PROGRAMS & PROMOTIONS

WFBM-TV OUTGUESSES EXPERT

MERCHANDISING gimmick for DuPont Co.'s *Frank Leahy and His Football Forecast* on WFBM-TV Indianapolis is the station's "Beat Leahy" contest being conducted by WFBM-TV sports director Tom Carnegie and *Open House* host Ken Linn. At last report Mr. Carnegie was ahead of Mr. Leahy. Mr. Linn was running third.

STAGES KITCHEN CARNIVAL

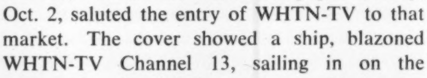
KGW Portland, Ore., opened its fall promotion guns with an eight-day Kitchen Carnival which brought more than 18,000 listeners to the civic auditorium. Station personalities and officials cooperated with 125 food, appliance and related industries to keep crowds entertained and most scheduled broadcasting originated from the Carnival, day and night. Extra interest was drummed up with a disc jockey contest which drew entrants from stations throughout the state.

WTVJ (TV) SALES CONTEST

SUMMER sales slump was sidestepped in Miami, Fla., by WTVJ (TV) with a contest for account executives. With compilation of July-August-September figures, John S. Allen, vice president-general sales manager, reports a record number of new contracts for those months. Frank Boscia won the Philco refrigerator first prize and Paul Weiss, who joined the staff a month after the contest was underway, came through for second place and a 21-in. television set.

NEWSPAPER SALUTES WHTN-TV

SPECIAL 14-page section of the Huntington, W. Va., *Herald-Advertiser* newspaper Sunday, Oct. 2, saluted the entry of WHTN-TV to that market. The cover showed a ship, blazoned WHTN-TV Channel 13, sailing in on the screen of a giant, full-page tv set. Newspages told the station's story, introduced owners, personnel and programming, and carried congratulatory ads from Huntington businesses.



KABC-TV Hollywood calls its newest sales gimmick "Life of a Salesman." Implementing his pitch for morning and afternoon shows with a GE portable set is Donald Quinn, assistant general sales manager.

WHAS-TV STARS FAMILY DOCTOR

WHAS-TV Louisville this month completed a public affairs series designed to help viewers to a better understanding of the family doctor. Titled *Rx: M.D.* and produced in cooperation with the Jefferson County Medical Society, the show starred Dr. Richard Slucher, president-elect of the Kentucky Medical Assn., guest physicians and Ed Mills, WHAS-TV staff announcer. The series dealt with children, adults, geriatrics and sickroom treatment.

KHJ JOINS 'TO MARKET' PLAN

KHJ Hollywood has joined "To Market! To Market!" super-market merchandising plan, which guarantees store display to sponsors' products in station-contracted space. The Hollywood station is sixth "To Market" subscriber, following the footsteps of Arizona stations KTUC Tucson, KOY Phoenix, and KYMA Yuma, and California outlets KGB San Diego and KFXM San Bernardino.

PROMISES NO PET PEEVES

WITH local stations becoming more and more music-minded, WMGM New York is launching a *Negative Request* program—one that promises listeners that it "won't play the records you don't want to hear." The audience is asked to submit postcards listing their "five most detested records." Upon receipt, the thumbs-down choices are duly noted by the station's d.j.'s who make every possible effort to avoid playing them during *Negative Request.*

WNYC ELECTION COOPERATION

NEW YORK owned WNYC is making preparations for extensive coverage of election night news tomorrow (Tues.) when regular programming will be cancelled at 7 p.m. for concentration on poll developments. The station has made arrangements to feed its election results to other radio and tv stations in the New York area.

STATION MAGNIFIES MESSAGE

CKVL Verdun, Que., has distributed small shaving mirrors to advertisers and agencies, with the non-magnifying side of the mirror carrying a label reading, "portrait of a smart time-buyer" and the reverse side of the mirror reads, "magnify your sales with CKVL."

PEACH PROMOTION PULLS

WOWO FT. WAYNE, Ind., in promotion pamphlet points out "everything's peachy at WOWO." The Westinghouse station reported that on Aug. 14, ten days before Michigan Peach Day, it invited all its listeners to send in their names and addresses for eligibilities to win a bushel of Michigan peaches. Cards came in from 33 states, the District of Columbia, and Canada, numbering 17,295. Says the pamphlet: "Moral—you, too, can get a peach of a pull with WOWO!"

'CHICAGO CALLING' ON WMAQ

"MOBILITY" and "flexibility" are the twin keystones of a new early-morning radio service launched by NBC o&o WMAQ Chicago today (Monday) along the lines of the parent network's weekend *Monitor.* The program, titled *Chicago Calling* and scheduled Mon.-Fri. from 5:30-8:45 a.m. CST, features recorded music, time and weather reports, sports, market reports, news and direct special events coverage provided by the station's mobile unit and "beeper" phone interviews.

FILM PRESENTATION was held in Chicago's Sheraton Hotel by KLAC Los Angeles for advertisers and agency account executives and timebuyers, with Adam J. Young Jr., representative firm, as host. At the gathering (l to r): Harry Pick, Dancer-Fitzgerald-Sample; John Cole, McCann-Erickson; Felix Adams, KLAC commercial manager; Harry Goldsmith, Russel M. Seeds Co.; Merle Myers, Russel M. Seeds Co., and Harvey Mann, H. W. Kastor & Sons Adv.

DODGE CONTEST PLUGS SAFETY

DODGE Div. of Chrysler Corp. has inaugurated a "Make America Safety Conscious" contest in which four motorists will be given a new car every year for a lifetime for submitting the best 10-word safety slogans. Designed to support the National Safety Council's accident prevention program, the contest will be spotlighted on Dodge's *Lawrence Welk Show* starting Nov. 12 for four weeks.

KGVO PLEASED WITH CONTEST

CANARY-NAMING contest by KGVO Missoula, Mont., drew an obvious winner and awarded an obvious prize. Mrs. Myrtle Starks of Milltown, Mont., named the two KGVO birds "Kagy" and "Veeeo." Her prize? The birds.

WHITING TO BE ON 'OPRY'

GRAND OLE OPRY cast will feature singer Margaret Whiting as guest Nov. 12 for the show's second ABC-TV installment this season. In the show audience will be 1,000 delegates to the WSM Nashville National Disc Jockey Festival.

ARMAS HEARD BACK HOME

WRUL New York, which beams Spanish language broadcasts to Latin America each night, last Wednesday aired the address of President Castillo Armas of Guatemala before the National Press Club luncheon in Washington, D. C., to his countrymen. WRUL programs are well known to Guatemalan listeners. Last year, after the communist uprising in that country had been subdued, the station received a special citation from the Armas government for its "constant and regular supply of truthful and factual information . . ."

BOOK TITLE INSPIRES NBC-TV

NBC-TV sent out 3,000 dummy bookjackets to its client and agency contacts featuring a silhouetted "Girl in the Gray Flannel Suit." Gimmick: to guess her identity. Answer: Lee Ann Meriweather, Miss America of 1955 and newest member of the *Today* show permanent cast. The jacket was a take-off on Sloan Wilson's current best-seller, *The Man in the Gray Flannel Suit.*

ZIV MAKES SERVICE TIE-IN

IN A SALUTE to the second annual Safe Driving Day on Dec. 1, an episode of Ziv Television's *Highway Patrol* series specifically keyed to traffic safety will be carried during the week of Dec. 1 in the 23 eastern markets in which Ballantine Beer sponsors the series. A Ziv spokesman said that other clients and stations carrying *Highway Patrol* are expected to make similar tie-ups to the national event, which is sponsored by President Eisenhower's Committee for Traffic Safety, in cooperation with more than 200 safety organizations.

SENDS FAX PARTY INVITATIONS

INVITATIONS to the preview party of its *Joe Graydon Show*, sent by KFMB-TV San Diego to agencies and advertisers, carried a special news appeal. Pictures of Mr. Graydon, turned out by United Press facsimile and bearing an invitation cutline, were delivered by hand to prospective guests.

LISTENERS LIKE NEW SCHEDULE

NORFOLK, Va., listeners are writing cards and letters by the hundreds to WLOW there, backing the station's new 24-hour block programming schedule, the station reports. The program shuffle represents the first major change since WLOW went on the air in 1947.

THE SMART BUY IN MILWAUKEE

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COVERAGE
AT LOCAL
RATES

WFOX
860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

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ON THE DOTTED LINE . . .

DISCUSSING the contract giving KNX Hollywood and Columbia Pacific Radio Network exclusive play-by-play rights to the Little Rose Bowl game for five years are (l to r): Maurice Webster and Bert S. West, both of KNX-CPRN; Vincent Heublein, president of Pasadena Junior Chamber of Commerce, and Don Judson, chairman of the Junior Rose Bowl Committee. This is the second five-year agreement between KNX-CPRN and the bowl, to be played Dec. 10 this year.

DICK ARNOLD of Boulevard Motor Sales Co., Baltimore, signs for three daily newscasts for 26 weeks on WFBR that city. Witnessing the contract signing are (l to r) Kenneth G. Miller, WFBR account executive; Frank Smith, Harry J. Patz agency, and Dudley Tichenor, WFBR sales director.

CONTRACT for increased radio-tv budget to kick off a new jingle for Rose Exterminator Co., San Francisco, is negotiated by Jack Kuehne, general manager of the company; Claes Wyckoff, head of Wyckoff & Assoc. advertising agency, producer of the jingle, and Wayne Anderson, account executive, KGO-AM-TV San Francisco. The Rose Co.'s radio-tv budget for this year is more than double what it spent in broadcasting in 1954. The company is conducting a jingle spot campaign in the San Francisco area using KFRC, KCBS, KRON-TV, KGO-AM-TV and KSFO, all San Francisco, and KROW Oakland.

After a period of sponsoring tv only, Valley National Bank of Phoenix has signed a one-year contract calling for six five-minute and two quarter-hour Sunday newscasts on KOY Phoenix. Completing the arrangements are (l to r): Paul Gribben, KOY commentator; Carl Bimson, Valley president, and John Hogg, KOY manager.

SPONSORSHIP of the films of 10 Notre Dame football games over WFIL-TV Philadelphia is taken by M. A. Bruder & Sons, for its M. A. B. paints and Rich-Lux finishes. L to r: Thomas A. Bruder, president of the paint company; Sherman D. Gregory, WFIL-TV sales manager, and W. Wallace Orr, president, W. Wallace Orr Agency, which handles M. A. Bruder & Sons.

HOME FEDERAL Savings & Loan Association of Tulsa has signed a 52-week contract for sponsorship of KOTV (TV)'s *The Weather Report* with the Krick Meteorological Consultants of Denver furnishing weather information. The twice weekly program over ch. 6 features a seven-day advance forecast. L. to r: seated, James C. Richdale, KOTV commercial manager; Phyllis Edmonds, vice president, Home Federal Savings & Loan; Dr. Irving P. Krick, head of Krick Meteorological Consultants; standing, Bob Thomas, KOTV's weatherman, Jack Hauser, station account executive, and Robert Freeland, KOTV promotion manager. ➤

Station Authorizations, Applications

(As Compiled by B • T)

October 27 through November 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	†329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

---

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,774	2,769	175	268	154
Fm	540	255	41	17	3

Tv Summary Through Nov. 2

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	293	315	608[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	962	337	759	539	1,299[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,022	337	791	567	1,359[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Youngstown, Ohio—Community Telecasting Co. granted uhf ch. 73 (824-830 mc); ERP 16.6 kw vis., 10 kw aur.; ant. height above average terrain 320 ft., above ground 335 ft. Estimated construction cost $72,500, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 150, Farrell, Pa. Studio location Youngstown. Trans. location Poland Rd., near Youngstown. Geographic coordinates 41° 02′ 57″ N. Lat., 80° 36′ 58″ W. Long. Trans. Continental, ant. Gabriel. Legal counsel Carl L. Shipley, Washington, D. C. Consulting engineer applicant. Principals are: **Sanford A. Schafitz** (50%), sole owner **WFAR Farrell, Pa.**, and applicant for new am in Lorain, Ohio, and **Guy W. Gully** (50%), director, First Natl. Bank of Greenville, Pa., and partner S. J. Gully Bank, Farrell. Granted Nov. 2.

Juneau, Alaska—Alaska Bcstg. System Inc. granted vhf ch. 8 (180-186 mc); ERP 263 w vis., 132 w aur.; ant. height above average terrain minus 960 ft., above ground 263.5 ft. Estimated construction cost $50,750, first year operating cost $45,000, first year revenue $50,000. Post office address P. O. Box 1040, Anchorage. Studio and trans. location A. J. Rock Dump, Juneau. Geographic coordinates 58° 17′ 21.8″ N. Lat., 134° 23′ 38.3″ W. Long. Trans. and ant. Adler Communications Labs. Legal counsel Philip M. Baker, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Permittee is owned by **William J. Wagner** who also owns **KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KTKN Ketchikan** and **KIFW Sitka**, all Alaska. He has interests in **KTVA (TV) Anchorage** and **KTVF (TV) Fairbanks**. Granted Nov. 2.

APPLICATION

Ponce, Puerto Rico—American Colonial Bcstg. Corp., vhf ch. 9 (186-192 mc); ERP 826 w vis., 413 w aur.; ant. height above average terrain 2,524 ft., above ground 237 ft. Estimated construction cost $18,937, first year operating cost $45,000, revenue $90,000. Post Office address P. O. Box 4189, San Juan, Puerto Rico. Studio and trans. location, Ponce. Geographic coordinates 18° 09′ 19″ N. Lat., 66° 33′ 22″ W. Long. Trans., Adler; ant., RCA. Legal counsel, Frank Stollenwerck, Washington. Consulting engineer, Kear & Kennedy, Washington. Applicant is owner **WKVM San Juan** and is applicant for new tv station at San Juan. Filed Oct. 28.

APPLICATION AMENDED

Boise, Idaho—Magic Valley Television amends its application for new tv to furnish additional financial and program data. Filed Nov. 1.

Ironwood, Mich—Upper Michigan-Wisconsin Bcstg. Co. amends application for new tv to operate on ch. 12 to specify construction cost as $78,494.80; ERP of 785 w vis., 393 w aur.; ant. 540 ft. above average terrain and 293 ft. above ground; trans. Gates and ant. GE. Amended Oct. 28.

PETITIONS

Brunswick, Ga.—WGBR Jesup, Ga., petitions FCC to amend Sec. 3.606 so as to allocate ch. 8 to Brunswick, Ga. Filed Oct. 28.

Lubbock, Tex.—Texas Technological College petitions FCC to amend Sec. 3.606 so as to change ch. 5 in Lubbock from commercial to educational channel. Filed Oct. 28.

Existing Tv Stations . . .

ACTIONS BY FCC

WSPD-TV Toledo, Ohio—Granted mod. of cp to change trans. site to point about nine miles southeast of Toledo, increase ant. from 510 ft. to 970 ft. and make ant. and equipment changes. Granted Nov. 2.

WTSK-TV Knoxville, Tenn.—Granted request to change call letters to **WTVK (TV)**; denied objection of **WIVK Knoxville**, since FCC sees no likelihood of confusion. Granted Nov. 2.

APPLICATIONS

KOOL-TV Phoenix, Ariz.—Files amendment to change ERP to 303.4 kw vis., 151.71 kw aur., and make equipment changes. Filed Oct. 28.

WOSU-TV Columbus, Ga.—Seeks mod. of cp to change ERP to 215 kw vis., 129 kw aur. and make equipment changes. Filed Nov. 1.

WTVH (TV) Peoria, Ill.—Seeks mod. of cp to change ERP to 171 kw vis., 92.3 kw aur. and make

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ant. change. Ant. height above average terrain 1,010 ft. Filed Oct. 28.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp to change ERP to 442 kw vis., 242 kw aur., install DA system, make other equipment changes and specify trans. location as Cemetery Rd., 2.5 miles southeast of Auburn, Ind. Filed Oct. 28.

WGBI-TV Scranton, Pa.—Seeks mod. of cp to change ERP to 800 kw vis., 400 kw aur. and make ant. changes. Ant. height above average terrain 1,334 ft. Filed Oct. 28.

KHAD-TV Laredo, Tex.—Seeks mod. of cp to change trans. location to Hamilton Hotel, Salinas Ave. and Houston St., Laredo, Tex., change ERP to 2.27 kw vis., 1.15 kw aur. and make equipment changes. Filed Oct. 28.

KMID-TV Midland, Tex.—Seeks cp to change ERP to 100 kw vis., 50 kw aur. and make minor equipment changes. Filed Oct. 28.

WEAU-TV Eau Claire, Wis.—Seeks cp to change ERP to 145.6 kw vis., 72.81 kw aur. Filed Oct. 28.

PETITION

WGOV-TV Valdosta, Ga.—Petitions FCC to amend Sec. 3.606 so as to add ch. 8 to Valdosta. Filed Oct. 28.

New Am Stations . . .

ACTIONS BY FCC

Selmer, Tenn.—Shiloh Bcstg. Co.'s application for cp to operate on 1010 kc, 500 w D dismissed at request of applicant. Dismissed Nov. 2.

Warrenton, Va.—Connie B. Gay's application for cp to operate on 1250 kc, 1 kw D dismissed at request of applicant. Dismissed Nov. 2.

APPLICATIONS

Phoenix, Ariz.—Q Bcstg. Co., 740 kc, 1 kw D. Post office address P. O. Box 5282, Phoenix. Estimated construction cost $23,629, first year operating cost $25,344, revenue $45,147. Principals are: Pres. **Frank S. Barc Jr.** (50.2%), former station manager **KRUX Glendale, Ariz.**; Vice Pres. **Frank S. Barc Sr.** (8.3%), retired newspaperman, Treas. **Stanley Worlund** (8.3%), former salesman **KRUX**, Sec. **Katherine Boos** (16.6%), office manager, and Asst. Sec. **Carmon Myrick** (16.6%), electrical contractor. Filed Nov. 1.

Scottsdale, Ariz.—Arizona Aircasters Inc., 1490 kc, 250 w unl. Post office address P. O. Box 182, Scottsdale. Estimated construction cost $48,319.52, first year operating cost $64,767, revenue $83,624. Principals include Pres. **Richard B. Gilbert** (66.36%), disc jockey on **KTYL Mesa, Ariz.**, Vice Pres. **D. D. Castleberry** (6.36%), building contractor, Sec. **Geoffrey A. Lapping** (.63%), radio engineer, Treas. **Joseph C. Lincoln** (.63%), owner stained glass works and part owner of hotel, **Fred Eldean** (19.06%), public relations man, and **Mr. and Mrs. H. K. S. Dowell** (6.36%) Mr. Dowell is disc jockey-announcer for **WGN Chicago**; Mrs Dowell is WGN music dept. employe. Filed Nov. 1.

Hemet, Calif.—Riverside County Broadcasters, 1230 kc, 100 w unl. Post office address P. O. Box 701, Hemet. Estimated construction cost $6,725, first year operating cost $30,914.28, revenue $48,193.60. Sole owner **Richard T. Sampson** is broadcast engineering consultant. Filed Nov. 1.

Old Saybrook, Conn.—Long Island Sound Radio Corp., 1420 kc, 500 w D. Post office address P. O. Box 68, Old Saybrook. Estimated construction cost $19,936.60, first year operating cost $30,000, revenue $42,000. Principals include Pres.-Gen. Man. **Joseph P. Trantino** (33.3%), program director **WMMW Meriden, Conn.,** Vice Pres.-Sec. **Vivien N. Trantino** (33.3%), secretary, and Treas. **Nathan L. Dubin** (33.3%), dentist. Filed Nov. 2.

Jacksonville, Fla.—Robert W. Rounsaville, 730 kc, 250 w D. Post office address 3165 Mathieson Dr., N. E., Atlanta, Ga. Estimated construction cost $13,087.89, first year operating cost $60,000, revenue $85,000. Mr. Rounsaville owns **WQXI Atlanta, Ga., WBAC Cleveland, Tenn., WCIN Cincinnati, Ohio, WWOK Charlotte, N. C., WMBM Miami Beach, Fla., WLOU Louisville, Ky.,** 51% of **WBEJ Elizabethton, Tenn.,** is permittee of **WQXI-TV Atlanta, WQXL-TV Louisville,** and **WQXN-TV Cincinnati** and has option to buy **WQOK Greenville, S. C.** Mr. Rounsaville told FCC he would dispose of his interests in WBEJ or WBAC if Commission cited his present station ownership as reason for rejecting present application. Filed Nov. 1.

Sanford, Fla.—Sanford Bcstg. Co., 1270 kc, 500 w D. Post office address 101 Moonlit Ave., Portsmouth, Va. Estimated construction cost $7,900, first year operating cost $40,000, revenue $45,000. Equal partners are **Jack Siegel,** 16⅔% owner **WLOW Portsmouth, Va.** and sec.-dir. of **WMFJ Daytona Beach, Fla.,** and **WALT Tampa, Fla.,** and **Robert Wasdon,** 16⅔% owner WLOW and vice pres.-dir. WMFJ and WALT. Filed Nov. 1.

Tifton, Ga.—C. N. Todd, 1340 kc, 250 w unl. Post office address Box 72, Douglas, Ga. Estimated construction cost $14,775.32, first year operating cost $36,000, revenue $50,000. Mr. Todd is retail tire and appliance dealer. Application is contingent on grant to **WWGS Tifton** for change in facilities. Filed Nov. 1.

Greensburg, Ind.—Southeastern Indiana Broadcasters Inc., 600 kc, 500 w D. Post office address P. O. Box 228, Greensburg. Estimated construction cost $44,100, first year operating cost $48,199, revenue $82,000. Principals are Pres. **John D. Jennings Jr.** (75%), former chief engineer **WOCH N. Vernon, Ind.,** Vice Pres. **Charles N. Cutler** (20%), 25% owner of applicant for new am in Greenville, Ohio, and Sec.-Treas. **Marna D. Cox** (5%), housewife. Filed Nov. 1.

Benson, Minn.—West Central Minnesota Bcstg. Co., 1290 kc, 1 kw D. Post office address Rt. 2, Hutchinson, Minn. Estimated construction cost $19,990, first year operating cost $40,000, revenue $50,000. Sole owner **Albert S. Tedesco** owns 85% of **KDUZ Hutchinson, Minn.** and 35% of applicant for new am in Algona, Iowa. Filed Oct. 28.

Morris, Minn.—Western Minnesota Bcstg. Co., 1570 kc, 1 kw D. Post office address Clifford L. Hedberg, Cokato, Minn. Estimated construction cost $25,848.01, first year operating cast $30,000, revenue $40,000. Sole owner **Clifford L. Hedberg** is 50% owner of *Cokato* (Minn.) *Enterprise*, weekly newspaper. Filed Nov. 1.

Lexington, Mo.—Jerrell A. Shepherd, 1430 kc, 500 w D. Post office address Huntsville, Mo. Estimated construction cost $13,561, first year operating cost $40,000, revenue $48,000. Mr. Shepherd owns **KNCM Moberly, Mo.,** 98% of **KLIK Jefferson City, Mo.,** and 98% of applicant for new am in Pine Bluff, Ark. Filed Nov. 1.

APPLICATIONS AMENDED

Lakeland, Fla.—Denver T. Brannen amends application for cp to operate on 1330 kc, 1 kw D to change frequency to 1540 kc. Amended Oct. 28.

Hapeville, Ga.—Greater South Bcstg. Co. amends application for cp to operate on 1480 kc, 1 kw D to change power to 5 kw, change trans.-studio locations and change station location to Atlanta, Ga. Filed Oct. 28.

Albermarle, N. C.—Stanly County Bcstg. Corp. amends application for new am to operate on 1580 kc, 1 kw D, to change power to 250 w. Amended Nov. 2.

Ardmore, Pa.—Franklin Bcstg. Co. amends application for cp for new am to operate on 900 kc, 1 kw DA-D to specify change trans. location, install DA and change station location to Philadelphia, Pa. Amended Nov. 2.

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Existing Am Stations . . .

APPLICATIONS

WATM Atmore, Ala.—Seeks cp to change from 1580 kc to 1590 kc and power from 250 w to 1 kw. Filed Nov. 2.

KWFC Hot Springs, Ark.—Seeks mod. of cp to change ant.-trans. location. Filed Oct. 28.

KAVL Lancaster, Calif.—Seeks cp to change from 1340 kc to 610 kc, increase power from 250 w, to 500 w N, 1 kw D and install DA-2. Filed Oct. 28.

WMEG Eau Gallie, Fla.—Seeks mod. of cp to increase power from 500 w to 1 kw. Filed Oct. 28.

WABR Winter Park, Fla.—Seeks cp to mount tv ant. on top of am tower (increase in height). Filed Oct. 28.

KBLI Blackfoot, Idaho—Seeks cp to change from 1490 kc to 690 kc; increase power from 250 w to 1 kw; change hours of operation from unl. to D and make equipment changes. Filed Oct. 28.

WHIL Medford, Mass.—Seeks cp to increase power from 1 kw to 5 kw. Filed Oct. 28.

WKMF Flint, Mich.—Seeks cp to increase power from 1 kw, unl. to 5 kw D, 1 kw N and change from DA-1 to DA-2. Filed Oct. 28.

WKMI Kalamazoo, Mich.—Seeks cp to change to DA-N and establish remote control operation. Filed Nov. 2.

WNIA Cheektowaga, N. Y.—Seeks mod. of cp to make ant. system changes. Filed Oct. 28.

WDOS Oneonta, N. Y.—Seeks cp to change from 1400 kc to 730 kc; increase power from 250 w to 500 w; change hours of operation from unl. to D, change location of ant. Filed Oct. 28.

WLON Lincolnton, N. C.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 28.

WMFD Wilmington, N. C.—Seeks cp to decrease center tower of DA array (DA-2). Filed Nov. 1.

WKBI St. Marys, Pa.—Seeks cp to make ant. system changes. Filed Oct. 28.

WPRE Prairie du Chien, Wis.—Seeks cp to change frequency from 1280 kc to 980 kc and make ant. system changes (increase height). Filed Oct. 28.

KGU Honolulu, Hawaii—Seeks cp to change from 2.5 kw to 10 kw, change trans. location and establish remote control operation from studio location. Filed Oct. 28.

APPLICATION AMENDED

WRAD Radford, Va.—Amends cp to change hours of operation from D to unl. using 5 kw D and install DA-N to specify changes in DA system. Amended Oct. 28.

New Fm Stations . . .

APPLICATIONS

Sacramento, Calif.—Capitol Radio Enterprises, 95.1 mc, 35.6 kw unl. Post office address Hotel Senator, Sacramento. Estimated construction cost $8,250, first year operating cost $11,040, revenue $15,000. Principals in applicant own **KGMS Sacramento.** Filed Oct. 28.

Greeneville, Tenn.—Radio Greeneville Inc., 94.9 mc, 3 kw unl. Post office address P. O. Box 243, Greeneville. Estimated construction cost $4,000, first year operating cost $960, revenue none. Applicant is licensee of **WGRV Greeneville, Tenn.** Filed Oct. 27.

Glendale, Wis.—High Fidelity Bcstg. Corp., 96.5 mc, 10.767 kw unl. Post office address 2563 N. Summit Ave, Milwaukee 11, Wis. Estimated construction cost $6,359, first year operating cost $3,515, revenue not given. Principals include Pres. **Hugo Koeth Jr.** (50%), retail radio dealer, Vice Pres. **Arlene Baker,** secretary, Sec.-Treas. **James G. Baker** (50%), 33.3% owner Peerless Theatre Corp. and part time employe **WRJN Racine, Wis.**—Filed Oct. 28.

Existing Fm Stations . . .

ACTIONS BY FCC

WMUZ (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 25 kw and change studio location. Granted Oct. 27.

WAPO-FM Chattanooga, Tenn.—Granted request for cancellation of license. Granted Oct. 27.

APPLICATIONS

WAFM (FM) Birmingham, Ala.—Seeks mod. of license to change name from The Television Corp. to Alabama Bcstg. System Inc. Filed Oct. 28.

WMUZ (FM) Detroit, Mich.—Seeks mod. of cp to change ERP to 25 kw, ant. height above aver-

(Continues on page 120)

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* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 299E, B•T.

Salesmen

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Unusual opportunity for salesman. Married, 25-35 to become sales manager metropolitan station and eventually manager of one of group stations. Box 298E, B•T.

Florida CBS station needs experienced radio salesman immediately. Growing market demands expansion. Send photo with resume to Box 315E, B•T.

Salesman—we are looking for a good man to add to our growing nationwide company. We have an unusual financial opportunity to offer. Box 342E, B•T.

Announcers

Help wanted: Unusual opportunity for announcer-program director of experience. Must be top morning man capable handling news, musical clock, and ab-lib disc jockey shows on network regional station with opportunity to work into tv station now under construction. Immediate opening. Send photo, complete background, references and tape. Only top experienced persons need apply. Box 398E, B•T.

East coast Florida kw has opening for night shift, first phone announcer. Emphasis on DJ. $75.00 weekly. Send resume and tape. Box 408E, B•T.

Play-by-play and board. Sharp small market operation. Permanent. Start $62.50 minimum. Small northwest Nebraska college town. Write KCSR, Chadron. Experience necessary. Good future for right man.

Opportunity for good experienced, married, morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Wanted immediately. Young man to work into PD. Must handle some news, records and write ads. Year experience preferred but not necessary. Start salary approx. $70.00. Call E. C. Krebsbach, KGCX, Williston, N. D. 3-3778.

Night man, first telephone, good voice, reliability requisites. Write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Fishing is great. Work is steady. Pay is good. KOOS, Coos Bay, Oregon, needs a first class ticket holder who is a professional announcer. Send full details of experience and tape of air work.

First phone combo, top independent station, must have top voice. Opportunity to learn tv. Send tape. KREM, Spokane, Washington.

Experienced staff announcer Opportunity for advancement with growing concern. Will consider all applications but announcer must be compatible with market of 120,000 population. KLIN Radio, Sharp Building, Lincoln, Nebraska.

Announcer with first class ticket, strong on news needed immediately for 1000 watt fulltime independent. Complete details including expected salary in first letter. Call or write Manager, KOKX, Keokuk, Iowa.

Wanted: One announcer-salesman and one announcer-newsman. Radio Station KVOU, Uvalde, Texas.

News Editor—Experienced reporter, writer and broadcaster. Take complete charge fulltime department. Midwest and rural experience preferred. Immediate opening. Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oskaloosa, Iowa.

RADIO

Help Wanted—(Cont'd)

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer wanted. WCNT, Centralia, Ill. Experience necessary. Contact Charles Presley.

$100 a week to combination announcer-program director at WDIX, Orangeburg, S. C.

Combination engineer/announcer for midsouthern resort town; very desirable living conditions. Also fulltime announcer. Contact WEEB, Southern Pines, N.C.

Does your work make pronouncer-type announcers envious? Can you take a radio commercial, hackneyed or otherwise, and instill some breath of humaneness and believability into it? We're not looking for an authoritative sounding voice. We want a grown-up professional, plausible and persuasive who can pick his own music and spice his show with wry wit and interest. For this we'll pay adequately. In addition, we'll expose this "pro" to all the on-camera talent fees he's capable of earning. Send photo, resume, tape, plus list of satisfied sponsors to: Station Manager, WEEK, NBC, Peoria, Illinois.

Announcer with first class ticket wanted by one of the best small-market independents in the east. Please write fully. Bob Mims, Manager, WESO, Southbridge, Mass.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Two combo men. First class ticket announcing ability required. $75 for 48 hour week. Write WLBN, Lebanon, Ky., or call 486.

Personality disc jockey, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Mississippi.

Announcer-engineer, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Miss.

WPIK, Alexandria, Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter, WPIK Alexandria, Virginia.

Florida east coast fulltimer needs good announcer with 1st class license capable of transmitter maintenance. $80 week. A beautiful permanent Florida hometown. WSTU, Box 518, Stuart, Florida.

Announcer with first class license. Immediately. WVOS, Liberty, N. Y.

Announcer, some experience, announce and run board, WVOS, Liberty, New York.

There's always an opening in Nebraska for good radio and tv people. If you're interested in progress and a future in radio and tv get your name in the Nebraska Broadcasting Association file. Send your name, address and historical data to: Dick Chapin, Director, NBA Personnel Placement Bureau, % KFOR, Lincoln, Nebraska.

Technical

Chief engineer, emphasis on maintenance. Announcing not required but will be advantage. Box 341E, B•T.

Operator with first class license. Must have car. Limited announcing, remote controlled am and fm. Box 348E, B•T.

Pioneer midwest am-tv station needs experienced radio control operator. Some maintenance experience desired. Write resume including starting salary to Box 376E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Combination engineer-announcer, good working conditions. Send tape, KPOW, Powell, Wyoming.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Programming-Production, Others

Experienced copywriter, male or female. Midwest metropolitan area station needs person who can write, service and has production knowhow. Salary open. Send complete details first letter. Box 322E, B•T.

Leading Ohio indie wants continuity writer. Minimum three years experience and department store background preferred. We don't want a Gal Friday. This is a professional writing job and your only concern will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples. Box 399E, B•T.

News Editor—experienced reporter, writer and broadcaster. Take complete charge fulltime department. Midwest and rural experience preferred. Immediate opening. Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oskaloosa, Iowa.

Copywriter. Leading station in southeast expanding staff has opening for experienced commercial copywriter. Prefer young lady with good education and proven creative flair. Give complete background and past and expected earnings first letter. WSAV, Savannah, Georgia.

Situations Wanted

Managerial

General manager of successful, independent, competitive major market, desires to grow with similar operation in major or secondary market. Experienced all phases radio from FCC application through profitable management. Salary commensurate with right community and ownership policies. Glad to talk over your offer. Box 276E, B•T.

Twenty years management experience. Dependable, efficient, progressive. Tv knowledge. References. Box 411E, B•T.

Salesmen

Hard-hitting salesman-announcer, prefers west, southwest. Box 378E, B•T.

10 years experience includes selling, creating, writing, producing, directing, film, announcing and executive. Would like to "stick with" experience. Surely, some station, network, agency, packager, or sponsor has need. Box 390E, B•T.

Announcers

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Superior staff announcer. Presently employed New York. Network voice—delivery. Minimum, $100. Box 335E, B•T.

Announcer, experienced. Do topnotch job DJ, staff. Employed, wish relocation. Box 343E, B•T.

Top DJ-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 354E, B•T.

Announcer, versatile, DJ, news, three years college, $100 a week. Box 365E, B•T.

Announcer—First phone. 4 years experience. Graduate. Family. Now employed. Box 368E, B•T.

Ready to go up in Rocky Mountain area. Announcer, DJ-personality, idea man. Tape, picture on request. Box 377E, B•T.

Employed announcer in major market wishes news. Fine presentation. Proven news personality. Am or tv. College. Family. Relocate only if offer sound. Box 382E, B•T.

Good, mis-used announcer-program director looking for right opportunity. Make offer. Box 387E, B•T.

For Florida. All-round announcer. Ten years radio as staff, morning man, sports director. Three years experience program director. Presently employed. Family. Box 391E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Available! Announcer with network and metropolitan station experience desires position with aggressive organization. Specialist news, DJ, ab-lib. Dependable, veteran, tape. Box 394E, B•T.

Announcer-PD, good background—sports, news, play-by-play, music. Northeast only. Best references. Box 402E, B•T.

Announcer-program director, employed, six years experience; news, sportscasting, deejay, production shows. Desires sports or announcing position in medium or large market with college. Married, veteran. Box 403E, B•T.

Announcer—salesman, married, 1st phone, Florida station, desires better connection. Box 413E, B•T.

Staff announcer. Married, veteran, recent broadcasting school graduate. Knowledge all phases. Will travel. Box 406E, B•T.

Announcer. 1 year experience. Authoritative voice on news, DJ. Desire work in eastern states. Box 407E, B•T.

Negro announcer—29 years old. Midwestern graduate, writes continuity. Strong on commercials, news and DJ shows. Good diction. Ambitious. $60.00 minimum. Tape, photo, resume on request. Ben Benson, 546 East 37th Place, Chicago 15, Illinois.

Ready to broadcast your basketball games. Versatile play-by-play, staff man. Available immediately. Bill Diamond, 22-23 23 Street, Astoria, N. Y. Astoria 4-2359.

Highly commercial radio-tv announcer with 6 years experience in Cleveland, including two 50,000 watt stations—WGAR and WTAM—desires good permanent position. Also, interested in sales or administrative position. Keen production sense. Excellent references. Please contact Guy Ewing, #419, YMCA, Grand Rapids, Michigan.

DJ, news, 2 years experience sports, play-by-play. Bob Feriss, 630 DuMont Ave., Brooklyn 7, N. Y. Hyacinth 8-1075.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet, Pete Franklin, 73 Propp Ave., Franklin Square, L.I., N.Y., Phone: FL 2-6286.

Experienced announcer relocating desires permanent connection. News, commercials, teen-age platter appeal. Sober, reliable, references, tape. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538 after 6 P.M.

Experienced sports announcer . . . deserves year round permanent position with security. East or midwest. Minimum, $100. Harry Hornbecker, 525½ North 4th Street, Keokuk, Iowa. 3129-J.

Announcer, thoroughly, extremely ambitious, single, veteran. Recent graduate School of Radio Technique. Locate with 300 miles radius N. Y. C. Joe Martinz, Jr. TW 8-6273.

Staff announcer, small station. Heavy news, commercials, no telephone. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Young announcer—trained all phases radio, operate board—available immediately. Travel, tape. Resume. Dan Rearverth, 8 Keppel Street, Buffalo 10, N. Y.

Technical

Radio-television, four year, transmitter engineer. 1st class license, car. Box 227E, B•T.

Experienced am-fm engineer. Was chief on installation of 10 kw fm transmitter. Transmitter, studio or maintenance work desired. Box 309E, B•T.

Studio or transmitter operator. RCA graduate. First phone. Position with future. Box 379E, B•T.

Programming-Production, Others

Talented young woman — Five years experience radio, television. B. S. in Radio. Writing, air work including women's shows, DJ, live commercials. Seeks opportunity with Florida radio or tv station. Box 381E, B•T.

Program director-announcer seeks permanent location in northeast. Independent and and affiliate experience—know sports, news, music, play-by-play. Box 401E, B•T.

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Competent, intelligent assistant to manager. Desire responsibility and $75.00 per week to start. 4 years college. 7 years radio experience —age 40 years. Available one week. Box 405E, B•T.

RADIO

Situations Wanted—(Cont'd)

Radio-television PD. Eight years experience building successful local programs radio and tv. Small to medium community preferred. Presently employed medium market. Above average air personality. Box 410E, B•T.

News-special events director; spot coverage, tapes a specialty; broad experience, educational, travel background. Rogers, 310 Pinehurst Road, York, Pennsylvania; Telephone 8-3203.

TELEVISION

Help Wanted

Salesmen

Salesmen—Excellent opportunity for ambitious, aggressive salesman in midwestern, NBC, low channel, full power station. Send complete information and photo to Box 395E, B•T.

Announcers—need announcer who can do a top job on and off camera. Send photograph and background information to KTIV, Sioux City, Iowa.

Vhf station in the Ohio Valley has sales position open with guarantee and commission. Reply Box 1957, Huntington, W. Va.

Tv salesman wanted by NBC channel 3 station going on air soon. Excellent opportunity for man interested in fastest-growing market in southeast. Send complete information including background, experience, photo first letter to Tom Belcher, WSAV-TV, Savannah, Georgia.

Announcers

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

TV chief engineer vhf station, large western city. $9,000 per year to start. Must have top technical and administrative ability. Box 311E, B•T.

Have openings tv transmitter engineer, tv transmitter maintenance engineer, tv studio engineer. Southwestern station. Advise background and salary expected. Box 317E, B•T.

Two competent studio maintenance engineers and one experienced film editor for large southwestern vhf. Apply Box 362E, B•T.

Maximum power vhf in midwest needs two first class operators familiar with master control camera and production work. Only experienced men considered. Write giving full details including starting salary to Box 375E, B•T.

KOAT-TV Albuquerque, New Mexico, has excellent openings for experienced tv transmitter operator and wife to live under ideal conditions at mountain top transmitter site. Good salary plus heat, light and lodging for the right man. Contact Ken Sharman at KOAT-TV.

Assistant chief engineer for uhf am-fm. Reply to include experience, resume and salary requirements. WARD, Johnstown, Pa.

Programming-Production, Others

Nighttime director—vhf station wants man for night hours; should have some directing experience and, perhaps, some announcing background. Box 384E, B•T.

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

Salesmen

Salesman-sportscaster, 8 years experience radio and television, 29, married. Now employed, but desire a change. Prefer west or northwest. Box 386E, B•T.

Announcers

Experienced individual not interested in immediate openings in tv. But, would like to place my application with you for future consideration and employment if it were a step ahead. Box 345E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Program manager, 12 years experience, top references, strong sales, interview. Box 389E, B•T.

Technical

Chief engineer or what have you? Seven years experience. Construction, operation and chiefly maintenance. Get engineering results you desire or it costs you nothing. Box 383E, B•T.

Television studio technician — maintenance and operation, also radio transmitter—directional antenna experience. First phone, draft exempt, single, car. Box 392E, B•T.

Programming-Production, Others

Tv copywriter—2 years experience. Will double as floor man, sell, do promotion, anything you need. Relocate anywhere. Box 380E, B•T.

Five years commercial experience tv director, announcer. Prefer metropolitan market—west. Box 393E, B•T.

FOR SALE

Stations

Rural radio station with auditorium. One of the most profitable operations in America. Radio is daytime and does very well. No competition. Stations nets $15,-$20,000 every year. Auditorium promotions does same. Auditorium will pay for station in five years. Enterprising operator has a golden opportunity. Buildings and real estate valued in excess $150,000. Cash needed $50,000 down. Southern location. Box 388E, B•T.

Georgia small market station. "Like new" equipment. Gross low, growing. Price $44,000; $14,000 down, balance over five years. Paul H. Chapman, 84 Peachtree, Atlanta.

(*Continued on next page*)

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to:

Box 412E

FOR SALE

Stations

Market over 200,000 per owner. Excellent combo setup, optional. Offered on best terms to qualified am principals only. Ralph Erwin. Broker. Box 811. Tulsa.

Special offering. Daytime, full kilowatt station, with owner hospitalized. Located big southwestern market area. Tremendous potential, large permanent and transient population. Due to illness of stockholder, I will give details only to those financially qualified and ready to buy now. Requires $20,000 cash. Send full financial qualications and name all your associates, first letter. This station is open for complete inspection by qualified buyers. Write to Ralph Erwin, the Southwest's Exclusive Broker, covering Colorado, Kansas, Missouri, Oklahoma, Arkansas, Texas. Box 811. Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29. California.

Music station, daytime, large market, $85,000, under priced at five times earnings, owner retiring, terms, Hugh R. Norman, Box 534, Davenport, Iowa.

Radio stations for sale, 100 watts day to 50kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail, Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

250 watt composite transmitter with 1340 xtals, $250. Box 396E, B•T.

For sale or will trade for good broadcast equipment one Altec model A-322C limiter—used less than one year. Station KBOY, Medford, Oregon —P.O. Box 1109.

For sale: RCA 250 watt transmitter, model 250G. In good operating condition and meets FCC specs. Complete with tubes less 1230kc crystals. $450.00 plus transportation. Ideal Conelrad rig. KISD, Sioux Falls, S. D. Telephone 4-5571.

FOR SALE

Equipment

Must sell 340 foot heavy duty self-supporting Truscon tower by November 15. Will consider any offer over $3000. Contact H. Frederick, KLIN, Lincoln, Nebraska.

B&W 200 audio ocillator and 400 distortion analyzer. Both like new $250 prepaid. J. E. Howell, WTSB, Lumberton, N. C.

Motorola 150mc fm transmitters and receivers easily converted to remote equipment. Six volt transmitter $65.00. 110 volt receiver, $100. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced operator wants station in major market. Profitable operation unimportant; price must be right. Give complete details. Box 385E, B•T.

Stations wanted now. Radio and tv. Licensed brokerage service for stations in Colorado, Kansas, Missouri, Oklahoma, Arkansas, and Texas. Offices in Oklahoma and Texas. Ralph Erwin. Broker. Box 811. Tulsa.

Individual investor will trade highly desirable Rio Grande Valley property for radio station in good market area. Prefer Oklahoma, Texas, Arkansas, Kansas, Louisiana. Must be sound $90,000 to $100,000 value and stand investigation. All replies acknowledged. B. M. Grotkop, 106 N. E. 2nd St., Oklahoma City.

WANTED TO BUY

Stations

Experienced operator will pay $50,000 down for uhf or vhf, operate, pay-out balance. Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

Wanted: 250 watt fm xmtr and 5 or 6 bay antenna. Box 397E, B•T.

Need console for broadcasting station. Wire or write make, condition and price to Standard Electric, Umatilla, Oregon.

Used RCA TT-25BH-vhf power amplifiers—state condition—list accessories available. Price first letter. Box 323E, B•T.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

Small used studio console. Quote price and condition. WASA, Havre de Grace, Maryland.

Late model 20 to 35 kw, air-cooled General Electric tv amplifier for channel 13; Mosby's, Inc., P. O. Box 1470, Missoula, Montana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor ... John Birrel ... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE [illegible]

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS...... 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C...... 1627 K Street N. W.
RE 7-0343

RADIO

Help Wanted

Salesmen

SALES TRAINEES

GATES RADIO CO.

Quincy, Ill.

Has immediate openings in expanding Sales Department for trainees to handle future openings, such as,

- ★ ***Traveling Sales Engineers***
- ★ ***Branch Store Managers***
- ★ ***Other Positions in Sales Department***

Technical radio background or experience required. Complete training, permanent positions, advancement, complete employee benefits. Send complete details along with recent photo to Personnel Director.

Technical

ELECTRONIC ENGINEERS

Immediate openings in expanding engineering department for men with experience in any of the following fields:

- ★ *TV transmitter and studio equipment.*
- ★ *Communication transmitters.*
- ★ *AM and FM transmitters.*

Permanent positions, chances for advancement, complete employee benefits.

Please mail complete details and photo to Personnel Director.

GATES RADIO CO.
QUINCY, ILLINOIS

Programming-Production, Others

CONTINUITY WRITER

Girl continuity writer wanted for top-flight station in fine market. Good pay and working conditions. This is a great opportunity for a talented and ambitious woman. Call, wire or write

Radio Station WLEX
Lexington, Kentucky
30433

Situations Wanted

Programming-Production, Others

PROGRAM DIRECTOR—ANNOUNCER

Thoroughly experienced PD-Announcer, strong on news, sports, music, play-by-play, desires permanent location. Best references. Northeast only.

Box 400E, B•T.

TELEVISION

Help Wanted

Salesmen

TV ACCOUNT EXECUTIVE

2-3 Years Selling Experience A Must

WXEX-TV

Sales Office:
6200 West Broad St.
Richmond, Va.
Phone: 88-2837

Announcers

FARM DIRECTOR WANTED:

TV ANNOUNCER: Good announcer with ability to handle farm news in rural market in mid-west. Also for other announcing duties. Good starting salary. Send photo, references and resume to

Box 370E, B•T.

TV ANNOUNCERS

Two positions open for news and sports plus staff work. Fine opportunity to become associated with company owning three stations. This is fastest growing area in nation. If you want to make your ability pay-off in the long run write immediately, including photo.

Box 409E, B•T.

TELEVISION

Situations Wanted

Programming-Production, Others

SUCCESSFUL TV PERSONALITY—PLUS

Prominent newspaper reporter. Lured into TV in one of five nation's largest cities. Produced and staged own top rated shows on NO budget. Desire smaller market to develop ideas and head or assist in news, programming, promotion, advertising departments. $200 weekly base required. Proof of success will be submitted.

Box 404E, B. T.

FOR SALE

Equipment

TOWER & ANTENNA

Blaw-Knox tower, self-supporting, type 40, 287 feet, complete with lighting equipment.

GE 8-bay turnstile antenna, Channel 12, 50 kw rating.

GE 50 kw diplexer.

Andrew transmission line, 3⅛ inch, 50 ohm, 600 feet, with hangers.

Contact Phil Hedrick, WSJS Television, Winston-Salem, North Carolina.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street. N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continues from page 114)

age terrain 196 ft., studio location to 15551 Woodrow Wilson Ave., Detroit, Filed Oct. 28.

WLOE-FM Leakesville, N. C.—Seeks mod. of cp to change frequency to 94.5 mc. Filed Oct. 28.

Ownership Changes . . .

ACTIONS BY FCC

KBID-TV Fresno, Calif.—Granted assignment of license to **John Poole Bcstg. Co.** No change in ownership; corporate change only. Granted Oct. 27.

KRKD-AM-FM Los Angeles, Calif.—Granted assignment of licenses to Continental Telecasting Corp. for $417,500. Principals include **Richard C. Simonton** (36⅔%), electrical engineer with wired music interests, **Frank Oxarart** (26⅔%), 20% owner **KVOA-AM-TV Tucson, Ariz.**, and 50% owner radio-tv production firm, and **Albert Zugsmith Corp.** (36⅔%), media broker. Granted Nov. 2.

KMYR, Denver, Colo.—Granted assignment of cp to Dolph-Pettey Bcstg. Co. for $60,000. Principals are Vice Pres. **William B. Dolph** (40.2%), pres. **WMT Cedar Rapids, Iowa,** 29% owner **WMT-TV Cedar Rapids,** 15% owner **KJBS San Francisco,** interest in **KULA-TV Honolulu,** interest in **KGIL San Fernando, Calif.**; Pres. **Herbert L. Pettey** (40.2%), pres. **KULA-AM-TV Honolulu,** director of licensee of **KGIL San Fernando.** Other shares are owned by other business firms. Granted Nov. 2.

KSTT Davenport, Iowa—Granted transfer of control to Quint Cities Bcstg. Co. for $62,800. Principals, holding 90% of present application, are 25% owners of applicant for new am in Algona, Iowa. Granted Nov. 2.

WBRN Big Rapids, Mich.—Granted assignment of license to WBRN Inc. for $50,000. Principals include Pres. **D. Spencer Denison** (55%), **WBRN** employe, and Vice Pres. **John A. White** (45%), physician. Granted Nov. 2.

KAVE-AM-TV Carlsbad, N. M.—Granted assignment of license to Voice of the Caverns Inc. for $150,000. Principals are: Pres. **Nancy H. Battison** (76%), no other broadcast holdings; Vice Pres. **Charles D. Cole** (3%), engineer; Sec-.Treas. **Edward P. Talbott** (16%), 5% owner **KOSA Odessa,** and 5% owner **KROD-AM-TV El Paso,** both **Tex.,** and **Philip M. Baker** (5%), radio-tv attorney. Granted Nov. 2.

KHOB Hobbs, N. M.—Granted assignment of license to Permian Basin Radio Corp. for $55,000. Permian principals are: Pres. **Charles R. Scott** (25.3%); Sec.-Treas. **Quenton K. Crandall** (26.4%); Vice Pres. **Helen F. Orr** (25.3%); **Mike A. Barrett** (10%); **Billy O. Shaw** (6.5%), and **Charlie D. Shaw (6.5%).** Principals Scott, Crandall and Orr are KHOB employes. Mr. Barrett owns **KTFY Brownfield, Tex.** Granted Nov. 2.

KOBE Las Cruces, N. M.—Granted transfer of control to Edwin E. Merriman, Hugh S. Thomas and Robert W. Tobey for $5,349.99 plus assumption of $31,800 indebtedness. Principals are partners in **KOTS Deming, N. M.** Granted Nov. 2.

WCGC Belmont, N. C.—Granted assignment of license to Central Bcstg. Co., a corporation, from Central Bcstg. Co., a partnership, for $15,000. Partnership principals **R. R. Hilker, Otis Shepherd, Lucielle Hand** and **Arthur Hilker Jr.** take in 18 local stockholders. R. R. Hilker will own 26%, Lucielle G. Hand 25%, Earl Helms 10% and H. F. Stroupe 6.67%. Remaining stockhoders will not own more than 5% each. Granted Nov. 2.

WHK-AM-FM-TV Cleveland, Ohio—Granted assignment of license to The Forest City Pub. Co. See application below. Granted Nov. 2.

WLBR-TV Lebanon, Pa.—Granted transfer of control from Lebanon Bcstg. Co., et al, to **Triangle Publications Inc.** for $115,000. Triangle owns **WFIL-AM-FM-TV Philadelphia,** 50% **WHGB Harrisburg, Pa.,** and **WNBF-AM-TV Binghamton, N. Y.** Granted Nov. 2.

KGKO Dallas, Tex.—Granted transfer of control of 25% of stock of licensee corporation from **Leonard Coe** to **W. L. Pickens** and **H. H. Coffield** for $20,000. Mr. Pickens will hold 43.3% and Mr. Coffield 56.7%. Granted Nov. 2.

KHBR Hillsboro, Tex.—Granted assignment of license from Hill County Bcstg. Co. to **Nelson W. Galle** for $11,100. Mr. Galle holds no other broadcast interests. Granted Nov. 2.

APPLICATIONS

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control to **W. T. McDonald** for $75,000. Mr. McDonald is buying 45% and will now own 90% of outstanding stock. Filed Nov. 1.

KMBY Monterey, Calif.—Seeks assignment of license to KMBY Bcstg. Corp. for $10,405.20. Present sole owner **Frederick A. Gwynn** will retain 25% interest and **B.P. Timothy,** present KMBY sales manager, will be president and 75% stockholder. Filed Nov. 1.

KVON Napa, Calif.—Seeks assignment of license to **Jack L. Powell** and **Alyce M. Powell** (husband and wife) as joint tenants for $75,000 including assumption of a $37,500 note. Mr. and Mrs. Powell jointly hold 17.2% of **KVEN Ventura, Calif.** Mr. Powell is station manager **KXOC Chico, Calif.** Filed Oct. 28.

WNRC-AM-FM New Rochelle, N. Y.—Seeks transfer of control to **Frances Daniels** for $2,000. Transfer is from husband to wife; Mrs. Daniels already holds 47% interest in station. Filed Oct. 28.

WTIK Durham, N. C.—Seeks transfer of control to **Hugh Holder** for $5,000 plus assumption of $69,000 in debts. Mr. Holder, CBS announcer, owns 33.3% of **WMYR Myrtle Beach, S. C.** Filed Nov. 1.

WHK-AM-FM-TV Cleveland, Ohio—Seeks assignment of license to **The Forest City Pub. Co.** the parent firm. Subsidiary, now licensee of stations, would be eliminated. Corporate change only; no change in control. Filed Oct. 27.

KERC Eastland, Tex.—Seeks assignment of license to Tri-Cities Inc. for $30,000. Principals are Pres. **Hugh Neeld** (25%), employe of **KSEY Seymour, Tex.,** Vice Pres. **D. J. Brookreson,** (25%), attorney and Sec.-Treas. **D. J. Brookreson II** (25%), attorney. Still outstanding is 25% share of stock. Filed Oct. 28.

KOL Seattle, Wash.—Seeks transfer of control to **Mrs. Marie S. Taft,** individually and as trustee of estate of **Archie G. Taft Sr.,** deceased. Mrs. Taft is buying 423 outstanding shares for $1,000 and will be sole owner of outlet. Mrs. Taft's sons, **Archie G. Taft Jr.** and **William R. Taft,** own, respectively, **KBKW Aberdeen, Wash.,** and **KRKO Everett, Wash.** Filed Nov. 1.

WDNE Elkins, W. Va.—Seeks assignment of license to MARJA Corp. for $50,000. Principals are: Pres.-Treas. **John P. Carr** (100%), attorney and asst. sec. and director of Land O' Lakes Bcstg. Corp., licensee of **WILE Cambridge, Ohio,** and owner of licensee of **WTRL Bradenton, Fla.,** Sec. **Martha F. Carr** (holds stock jointly with Mr. Carr), housewife, and Vice Pres. **Howard A. Donahoe,** 100% owner of Land O' Lakes. Filed Nov. 2.

Hearing Cases . . .

INITIAL DECISION

WROW-AM-TV Albany, N. Y.—Hearing Examiner James D. Cunningham issued initial decision looking toward (1) confirming Commission action of Nov. 3, 1954, granting application for consent to transfer control of **WROW-AM-TV Albany, N. Y.,** from Hyman Rosenblum, et al., to Lowell J. Thomas, et al., and (2) denying protest to such grant filed by **WTRI (TV) Albany.**

OTHER ACTIONS

WBUF-TV Buffalo, N. Y.—Nov. 2 FCC designated for hearing on Dec. 19 application for assignment of cp of **WBUF-TV Buffalo** from WBUF-TV Inc. to NBC and made **WGR-TV Buffalo,** which had protested Commission Sept. 21 grant of said application, party to proceeding bearing burden of proof; and postponed decision on WGR's request for stay of grant pending receipt of additional financial data from WBUF-TV Inc.

WEOL Elyria, Ohio—Nov. 2 FCC, on protest by Lorain Journal Co., Lorain, Ohio, designated for hearing application of Elyria-Lorain Bcstg. Co. for renewal of license of **WEOL Elyria,** and made protestant party to proceeding bearing burden of proof.

WMAN Mansfield, Ohio—Nov. 2 FCC, on protest by Mansfield Co., Mansfield, Ohio, designated for hearing application of Richland Inc. for renewal of license of **WMAN Mansfield** and made protestant party to proceeding bearing burden of proof.

NARBA Notifications . . .

This notification consists of list of changes, proposed changes, and corrections in Asssignment of Mexican Standard Broadcast Stations modifying appendix containing assignments of Mexican Standard Broadcast Stations attached to "Recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941," as amended. Listing includes call letters, location, power, hours of operation, class of station and probable date of operation.

Mexican Change List No. 184 Oct. 15, 1955

570 kc

XEHP Ciudad Victoria, Tamaulipas (delete assignment—) 1kw D, 150 w N, Class IV, 10-15-55.

580 kc

XEHP Ciudad Victoria, Tamaulipas—1 kw D, 150 w N, Class IV, 4-15-56.

770 kc

XECJ Apatzingan, Michoacan (see 1340 kc)—1 kw D, Class II, 4-15-56.

1340 kc

XECJ Apatzingan, Michoacan (delete assignment)—1 kw D, 250 w N, Class IV, 4-15-56.

1400 kc

XEAB Santa Ana, Sonora (increase D power)—1 kw D, 250 w N, Class IV, 1-15-56.

1420 kc

XEEP La Paz, Baja California—500 w, Class II, 4-15-56.

Routine Roundup . . .

October 27 Applications

ACCEPTED FOR FILING

License to Cover Cp

KOZE Lewiston, Idaho—Seeks license to cover cp which authorized new am station.

WTOW Towson, Md.—Resubmits application for license to cover cp which authorized new am station.

WCHJ Brookhaven, Miss.—Seeks license to cover cp which authorized change in frequency and increase in power.

WPRB (FM) Princeton, N. J.—Seeks license to cover cp and request for remote control from studio site.

Cp

KSCU (FM) Santa Clara, Calif.—Seeks cp to replace permit (as mod. which authorized new educational station) which expired Sept. 9, 1955.

Modification of Cp

KFXJ Grand Junction, Colo.—Seeks mod. of cp to extend completion date to 5-22-56.

WSBA-TV York, Pa.—Seeks mod. of cp to extend completion date to 5-22-56.

WTVS (TV) Detroit, Mich.—Seeks mod. of cp to extend completion date to 5-30-56.

October 28 Applications

ACCEPTED FOR FILING

Modification of Cp

WMYR Fort Myers, Fla.—Seeks mod. of cp (which authorized power increase and equipment change) for extension of completion date.

KSBR (FM) Mount Diablo, Calif.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WNBH-FM New Bedford, Mass.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WKRG-TV Mobile, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 3-1-56.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv station for extension of completion date to 4-1-56.

WICR Cruz Bay, Virgin Islands—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WFLB-TV Fayetteville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 5-27-56.

License to Cover Cp

WMVA Martinsville, Va.—Seeks license to cover cp which authorized erection of new ant. and fm ant. mounted on top.

KABC-TV Los Angeles, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WXYZ-TV Detroit, Mich.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WFIL-TV Philadelphia, Pa.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

KGNC-TV Amarillo, Tex.—Seeks license to cover cp which authorized new tv station.

WNGO-FM Mayfield, Ky.—Seeks license to cover cp (which authorized new fm station).

Remote Control

WHAN Charleston, S. C.; WCRT Birmingham, Ala.; WGMA Hollywood, Fla.; KWSK Pratt, Kan.

SCA

Sacramento, Calif.—Capitol Radio Enterprises, applicant for new fm, seeks SCA for new station, if and when granted.

November 1 Applications

Accepted for Filing

License to Cover Cp

KCLS Flagstaff, Ariz.—Seeks license to cover cp which authorized frequency change, ant. system changes, change hours of operation and install DA-N.

KROY Sacramento, Calif.—Seeks license to cover cp which authorized change in ground system.

WCOJ Coatesville, Pa.—Seeks license to cover cp which authorized increase in power, change hours and install DA-N.

WJET Erie, Pa.—Seeks license to cover cp which authorized frequency change and change hours of operation.

KMIL Cameron, Tex.—Seeks license to cover cp which authorized new am station.

KDJI Holbrook, Ariz.—Seeks license to cover cp which authorized new am station.

WWIL Fort Lauderdale, Fla.—Seeks license to cover cp which authorized increase power, change hours of operation and install DA-1.

WTMC Ocala, Fla.—Seeks license to cover cp to increase D power.

WCPC Houston, Miss.—Seeks license to cover cp which authorized new am station.

WCPH Etowah, Tenn.—Seeks license to cover cp which authorized new am station.

KVOS Bellingham, Wash.—Seeks license to cover cp which authorized ant. system changes.

KTIV (TV) Sioux City, Iowa—Seeks license to cover cp which authorized new tv station.

WKRC-TV Cincinnati, Ohio—Seeks license to cover cp which authorized changes in existing tv station.

KRCA (TV) Los Angeles, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

KCCC-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv station.

KFVS-TV Cape Girardeau, Mo.—Seeks license to cover cp which authorized new tv station.

License to Cover Cp Returned

WAMY Amory, Miss.—Seeks license to cover cp which authorized new am station. (Sec. II signed after application was notarized.)

SCA

WBBQ-FM Augusta, Ga.

Modification of Cp

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp (as mod. which authorized replacement of cp for new tv station) to extend completion date to 4-11-56.

WORX Madison, Ind.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

Cp

WJPB-TV Fairmont, W. Va.—Seeks cp to replace expired cp which authorized replacement of cp for new tv station.

Renewal of License

WQUA Moline, Ill.; WDUZ Green Bay, Wis.; WIGM Medford, Wis.; WCNT-FM Centralia, Ill. WSEL (FM) Chicago, Ill.; WEPS (FM) Elgin, Ill.

November 2 Decisions

ACTIONS ON MOTIONS

Weston, W. Va.—On request of Joint Committee on Educational Television (JCET), Commission on Oct. 31 extended time to Dec. 3 for filing comments and time for filing replies to such comments to 10 days thereafter in matter of amendment of table of assignments, rules governing television stations, to make ch. 5, now assigned Weston, W. Va., for non-commercial educational use, available at Weston for commercial use.

Bryan-College Station, Tex.—On request of Texas Agricultural & Mechanical College System, Commission Oct. 31 extended time to Dec. 3 for filing comments and time for filing replies to such comments to 10 days thereafter in matter of amendment of table of assignments, rules governing television stations to remove educational reservation on tv channel 3 at College Station, Tex., and make it available jointly by both Bryan and College Station, Tex., for commercial use, and that either ch. 48, now assigned to College Station, or ch. 54 now assigned to Bryan, be reserved for educational use instead of ch. 3

By Comr. E. M. Webster

Broadcast Bureau—Granted petition for extension of time to Nov. 10 to file comments to petition to enlarge issues filed by Midwestern Bcstg. Co. on Oct. 19, in ch. 4 proceeding, Cheboygan, Mich., involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co. Action Oct. 31.

By Comr. Rosel H. Hyde

Bill Mathis, Abilene, Tex.—Granted petition for leave to amend his am application so as to reduce power from 1 kw to 500 w and to specify new trans. site and application, as amended is removed from hearing docket; petition for grant of application dismissed. Action Oct. 27.

By Hearing Examiner Hugh B. Hutchison

WTIF Tifton, Ga.—Gave notice of prehearing conference re am application of **WTIF Tifton, Ga.**, on Nov. 2. Action Oct. 31.

By Hearing Examiner Elizabeth C. Smith

Clarksburg Pub. Co., Ohio Valley Bcstg. Corp., Clarksburg, W. Va.—Granted joint motion for continuance of hearing in ch. 12 proceeding from Nov. 15 to Jan. 16, 1956. Action Oct. 26.

By Chief Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition to remove from hearing status am application of Delta-Democrat Pub. Co., Greenville, Miss. Action Oct. 25.

By Hearing Examiner H. Gifford Irion

Caguas P. R.—On examiner's own motion continued indefinitely hearing conference scheduled for Oct. 31 in ch. 11 proceeding, Caguas, P. R., involving applications of American Colonial Bcstg. Corp. and Supreme Bcstg. Co., Inc. Action Oct. 26.

By The Commission

Action November 2

Renewal of License

WBRN Big Rapids, Mich.; WCEN Mount Pleasant, Mich; WBFC Fremont, Mich.; WGN-TV Chicago, Ill.; WHBF-TV Rock Island, Ill.; WSLN Delaware, Ohio; WNOW-FM York, Pa.; WBBM-TV Chicago, Ill.; WNBQ (TV) Chicago, Ill.; WTMJ-TV Milwaukee, Wis.

November 2 Applications

ACCEPTED FOR FILING

Remote Control

KWGB Goodland, Kan.

Cp

KPFA (FM) Berkeley, Calif.—Seeks cp to replace cp (which authorized changes in licensed station).

Renewal of License

WGEM-FM Quincy, Ill.

Modification of Cp

KTLA (TV) Los Angeles, Calif.—Seeks mod. of cp (which authorized change in existing tv station) to extend completion date to 5-1-56.

WTVD (TV) Durham, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 5-7-56.

WDBJ-TV Roanoke, Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to 5-30-56.

License to Cover Cp

KOIN-TV Portland, Ore.—Seeks license to cover cp which authorized new tv station.

KRBC-TV Abilene, Tex.—Seeks license to cover cp which authorized new tv station.

WSAU-TV Wausau, Wis.—Seeks license to cover cp which authorized new tv station.

Broadcast Bureau Decisions

Actions of October 27

WKMH-FM Dearborn, Mich.—Granted license to cover cp for changes in licensed station.

KGST Fresno, Calif.—Granted mod. of license to change name of licensee.

Actions of October 28

KSCU (FM) Santa Clara, Calif.—Granted cp to replace expired cp for noncommercial educational station.

WTVS (TV) Detroit, Mich.—Granted extension of completion date to May 30, 1956.

WSBA-TV York, Pa.—Granted extension of completion date to May 22, 1956.

KFXJ-TV Grand Junction, Colo.—Granted extension of completion date to May 22, 1956.

Actions of October 31

KOTA-TV Rapid City, S. D.—Granted extension of completion date to May 25, 1956.

WKRG-TV Mobile, Ala.—Granted extension of completion date to May 23, 1956.

WFLB-TV Fayetteville, N. C.—Granted extension of completion date to May 27, 1956.

Actions of November 1

WGST-FM Atlanta, Ga.—Granted extension of STA to waive Sec. 3.261 of rules to permit station to remain silent to Dec. 1, 1955.

WROV-FM Roanoke, Va.—Granted extension of STA to waive Sec. 3.261 of rules to remain silent to Dec. 31, 1955.

Actions of November 2

WNGO-FM Mayfield, Ky.—Granted license to cover cp for new fm station.

WNBH-FM New Bedford, Mass.—Granted mod. of cp for extension of completion date to March 18, 1956.

WPRB (FM) Princeton, N. J.—Granted license to cover cp for new fm. Also granted remote control operation from studio and waiver of Sec. 3.261 to permit cessation of operations at Christmas and during vacations.

WAFM (FM) Birmingham, Ala.—Granted mod. of license to change name to Alabama Bcstg. System Inc.

WORX Louisville, Ky.—Granted mod. of cp for extension of completion date to Jan. 2, 1956.

KWEW Hobbs, N. M.—Granted mod. of cp to operate trans. by remote control.

WMYR Fort Myers, Fla.—Granted mod. of cp for extension of completion date to March 1, 1956.

KWIQ Seattle, Wash.—Granted mod. of cp to change ant.-trans. and studio locations and operate trans. by remote control.

WTOW Towson, Md.—Granted license to cover cp which authorized new am station.

KVOS Bellingham, Wash.—Granted license to cover cp which authorized change from employing DA-1 to DA-N.

WCHJ Brookhaven, Miss.—Granted license to cover cp which authorized change frequency and increase power.

WBEE Rehoboth Beach, Del.—Granted license to cover cp which authorized new am station and specify studio location.

UPCOMING

NOVEMBER

Nov. 6: Indiana Radio-Tv Newsmen Semi-Annual meeting, WIRE Studios, Indianapolis.

Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.

Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York

Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).

Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.

Nov. 14: RAB Clinic, Minneapolis.

Nov. 15: RAB Clinic, Milwaukee.

Nov. 16: RAB Clinic, Chicago.

Nov. 17: RAB Clinic, Indianapolis.

Nov. 17-19: Radio-Tv News Directors Assn. Convention, Denver.

Nov. 18: RAB Clinic, Detroit.

Nov. 28: RAB Clinic, Louisville, Ky.

Nov. 29: RAB Clinic, Dayton, Ohio.

Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: RAB Clinic, Pittsburgh.

Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

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company name

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Please send to home address — —

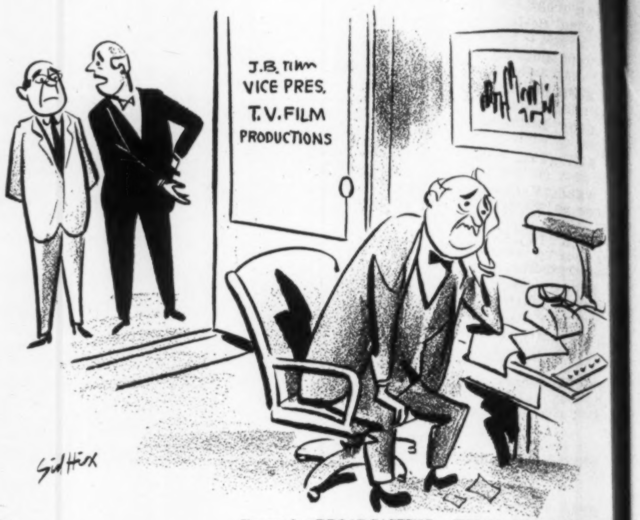
The Drift From 15 & 2?

TO THOSE readers who may not have examined it before reaching this page we commend to their attention the condensed text of the speech made last week to the Assn. of National Advertisers by that organization's general counsel, Gilbert H. Weil.

The speech is noteworthy not only for its lucidity in describing the government's anti-trust suit against advertising but more so for its realistic suggestion that some of the practices to which the government objects are absurdly archaic. In Mr. Weil's view, these practices whether illegal or not, need updating.

The standard commission system under which advertisers historically have paid their agencies, Mr. Weil says, evolved at a time when the agency function and the advertiser-agency relationship were infinitely simpler than they are in today's complex world of marketing and advertising. It would be difficult to disagree with him.

When the ANA's general counsel proposes change, change is more than probable. Radio and television as well as other media may find their way of doing business with agencies and advertisers on the verge of major revision.



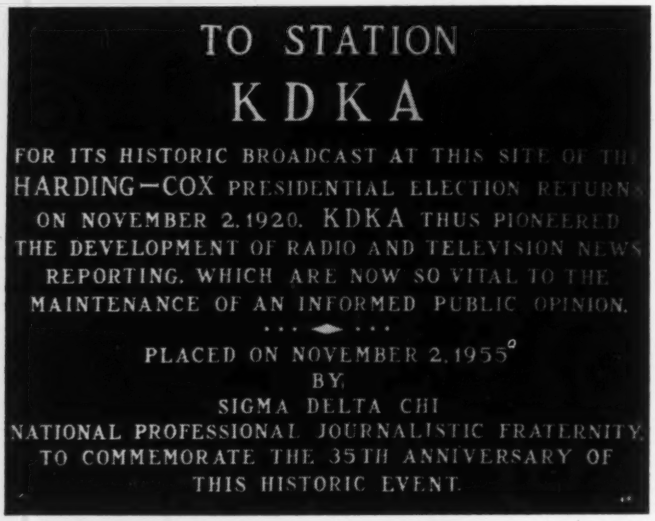
Drawn for BROADCASTING • TELECASTING by Sid Hix

"He was perfectly satisfied with his job until he found out what our property men, electricians and sound mixers make!"

Landmark

AMERICAN radio was singularly honored last week. Sigma Delta Chi, national professional journalistic fraternity, gave formal recognition to radio as an essential part of the Fourth Estate by marking KDKA Pittsburgh, as a "Historic Site in Journalism."

The occasion was the 35th anniversary of KDKA. The plaque presented to the Westinghouse station tells the story:



TO STATION
KDKA
FOR ITS HISTORIC BROADCAST AT THIS SITE OF TH
HARDING—COX PRESIDENTIAL ELECTION RETURN
ON NOVEMBER 2, 1920. KDKA THUS PIONEERED
THE DEVELOPMENT OF RADIO AND TELEVISION NEWS
REPORTING, WHICH ARE NOW SO VITAL TO THE
MAINTENANCE OF AN INFORMED PUBLIC OPINION.

... ◆ ...

PLACED ON NOVEMBER 2, 1955
BY
SIGMA DELTA CHI
NATIONAL PROFESSIONAL JOURNALISTIC FRATERNITY
TO COMMEMORATE THE 35TH ANNIVERSARY OF
THIS HISTORIC EVENT.

To those who lived through the press-radio war of the middle '30's this citation carries a very special meaning. The more youthful in broadcasting should know that radio did not achieve its journalistic eminence easily. There were those among the press who would have preferred government ownership of radio to the "American Plan." Recognition did not come until after radio openly had challenged the newsgathering organizations which had refused to take it on as a customer.

That era, happily, is past. Broadcasting and the printed page live together, competing vigorously for both news and business. The public benefits because the competition, almost everywhere, is free and open.

KDKA is the twelfth historic site to be marked by Sigma Delta Chi. Others were associated with such names as John Peter Zenger, Joseph Pulitzer, William Allen White, Ernie Pyle and Henry Jarvis Raymond, founder of the *New York Times.*

The record will show that the Historic Sites in Journalism Committee that selected KDKA for the honor, from among 20 distinguished nominees, included Turner Catledge, managing editor of the *New York Times;* Norman Chandler, publisher of the *Los Angeles Times;* Ken Clayton, of the *Chicago Tribune* (chairman); Bill Henry, newspaper columnist and NBC commentator, and Palmer Hoyt, editor and publisher of the *Denver Post.*

The tribute paid KDKA by Sigma Delta Chi is one which the whole art of broadcasting shares with that distinguished station. Two revered Westinghouse men, both now deceased—Dr. Frank Conrad, then assistant chief engineer, and H. P. Davis, vice president of Westinghouse in charge of engineering—could not have envisioned that which they wrought when they induced Westinghouse ownership to underwrite KDKA as a regular, rather than an experimental, station to operate on a daily schedule.

In accepting the Sigma Delta Chi plaque, Les Rawlins, KDKA general manager, spoke for all of those in broadcasting when he expressed gratitude to "those pioneers who made this award possible."

Woodpulp to Radio

AS A WEEKLY newsmagazine which is written, edited and manufactured by processes similar to those used by newspapers, we understand the publishing problems created by a rise in newsprint prices, and we sympathize with newspaper publishers who now have to adjust their operations in consideration of substantial added expense.

The new prices of newsprint will mean a total increase of $32 million per year to U. S. daily newspapers, according to Cranston Williams, general manager of the American Newspaper Publishers Assn. The nation's daily press, says Mr. Williams, will have to increase its revenues—through higher advertising and circulation rates—to meet its bigger publication bills.

As we say, we sympathize with the newspaper publishers because we are personally familiar with the problems of coping with printing overhead. We would be derelict in our function as the newsmagazine of radio and television, however, if we failed to point out that both of those media stand to gain by the newspaper publishers' situation.

When newspaper advertising rates go up, as it appears they must, the already distinct advantage which radio enjoys as an advertising medium will become even more obvious. Radio is now the least expensive mass medium. By comparison it will become even cheaper when newspapers hike their advertising price. Of necessity national and local advertisers will have to re-evaluate their media appropriations.

Television, too, will find its position improved. A principal argument used by newspaper space salesmen against television has been its high cost. That argument will be weakened to the extent that newspaper space rates rise.

In business competition, it is inevitable that one enterprise must take advantage of the problems of another. The paper manufacturers have created for newspapers a problem which radio and television cannot help but profit by.

There's a NEW SOUND on KSTP!

The best music in town, presented by the Northwest's top personalities. That, in a nutshell, is the story of the NEW SOUND at KSTP Radio.

KSTP's extensive music library of more than 30,000 selections has been completely restocked with the finest music ever recorded, and KSTP programming has been revised in order to present this fine musical entertainment to best advantage.

KSTP stars Bill Ingram, Johnny Morris, Jimmy Valentine, Don Riley, and Rodger Kent will deliver these all-time favorite tunes into the Northwest market of more than 800,000 radio homes and FOUR BILLION DOLLARS in spendable income.

KSTP will continue its unmatched news and sports reporting and other top shows, combined with the NEW SOUND, providing the type of entertainment today's radio audience demands.

KSTP *Radio*

50,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"PRICED and PROGRAMMED" to serve today's radio needs!

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES